

MIU MIUMIU MIU

ITALY - VOGUE ITALIA - 9/1/2024 - Num.: 888 - Pag.: COVER 5

Frequency: monthly - Circulation: 64351





MIU MIU



MIU MIU

ITALY - STYLE MAGAZINE - 9/1/2024 - Num.: 9 - Pag.: 3

Frequency: monthly - Circulation: 511937



EU 28€ - UK 25£ - US 30\$

25 >

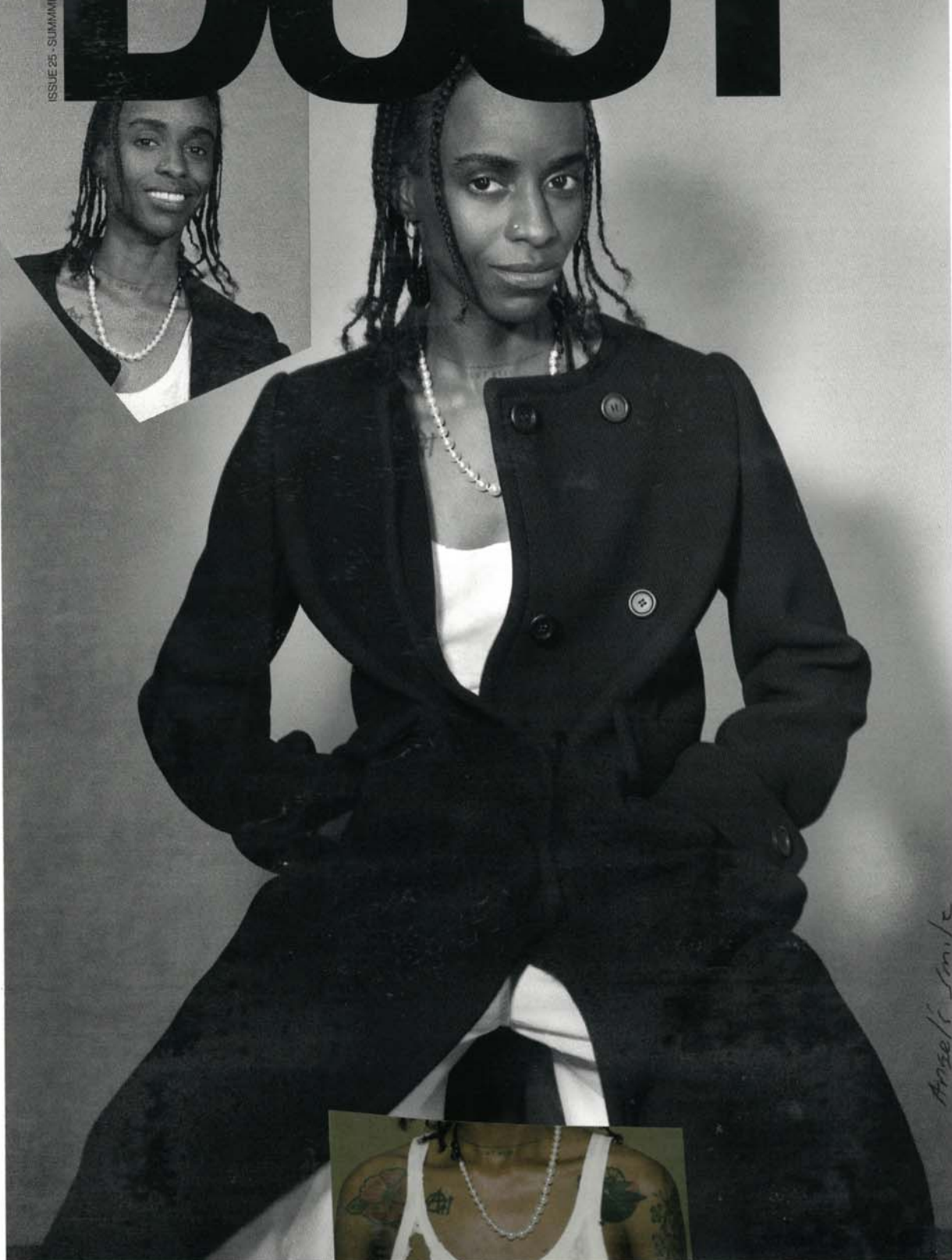


9 772191 760087

ISSUE 25 - SUMMER / FALL 2024

DUST

THE SMILE ISSUE



*Angel's Smile
C.S.*



ANGEL HAZE by COLLIER SCHORR
wearing MIU MIU

ISSUE 25 - SUMMER / FALL 2024



ISSUE 25 - SUMMER / FALL 2024

DUST

THE SMILE ISSUE



While you draw that arrow



LILY by COLLIER SCHORR
wearing MIU MIU

52-7

S MODA

PAESE :Spagna
PAGINE :1
SUPERFICIE :1 %

► 1 settembre 2024



EL PAÍS

BB
TRICKZ

NICK
KNIGHT

TALIA
RYDER

MAXIMILIAN
DAVIS

RITA
PAYÉS

Ángela Molina

Irrepetible



SPAGNA - S MODA - MIU MIU - 01.09.24

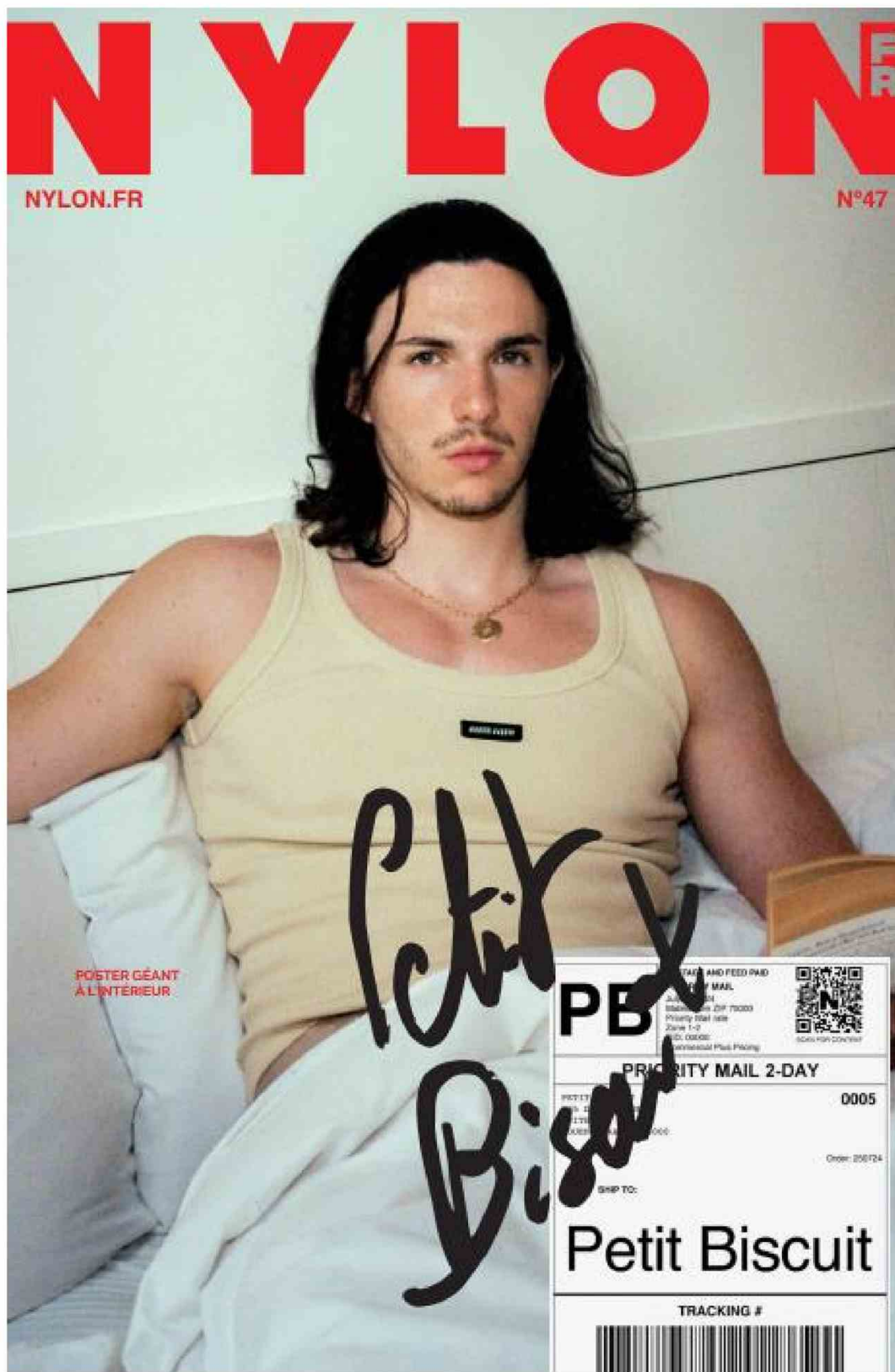
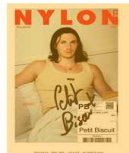


Tutti i diritti riservati



PAESE :Francia
PAGINE :1
SUPERFICIE :1 %
PERIODICITÀ :Bimestrale□□

► 1 settembre 2024



FRANCIA – MIU MIU – NYLON – SUMMER 2024



Tutti i diritti riservati

lefigaro.fr/madame

madame

#MADFOR

FIGARO

NOUVELLE FORMULE 3,90 €

TOUS LES LOOKS
TOUTES LES
TENDANCES
TOUS LES STYLES

M O D E

SPÉCIAL
250
PAGES



CHEVEUX
SOINS & INJECTIONS
ON MONTE
LE VOLUME

MON PREMIER
AMOUR
7 CÉLÉBRITÉS
RACONTENT

COUPLE & TRAVAUX
COMMENT SURVIVRE
AU CHAOS ANNONCÉ ?

RECETTES
LE GRAND
COME-BACK DU FLAN

ADDICTS À L'ACTION
LES MOTEURS
INTIMES
DE L'AMBITION



lefigaro.fr/modame
mame
FIGARO

SPÉCIAL
250
PAGES

M
O
D
E

avec
BEHATI
PRINSLOO

Toutes LES TENDANCES & TOUS LES STYLES
UNE SAISON *qui fait du bien*

Elle (DE)

PAESE :Germania

PAGINE :1

SUPERFICIE :81 %

PERIODICITÀ :Mensile□□

► 1 settembre 2024



ELLE

DEUTSCHE AUSGABE

IBIZA!
ENTSPANNT
UND LUXURIÖS.
EINE INSEL
ERFINDET SICH
NEU

DEUTSCHLAND € 8,00
ÖSTERREICH € 8,00
SCHWEIZ SFR 12,80

SEPTEMBER 2024

**DIANE
KRUGER (48)**
HOLLYWOOD-
SYMBOL DER
MODERNEN
SINNlichkeit

KISS ME
LASER, LIP-FLIP & CO:
DIE BESTEN
TREATMENTS FÜR
SCHÖNE LIPPEN

die neue
MODE

VON EASY
GLAM
ÜBER LADY CHIC BIS ZU XXXL-BAGS –
DIE 20 ELLE-LIEBLINGSTRENDS.
FÜR EINEN HERRLICHEN HERBST!

GERMANIA-ELLE-MIU MIU-SEPTEMBER-2024





VOGUE

KOREA

August 2024 N° 337 ₩ 8,000
voguel.co.kr

be intellectual

이토록 각별한 가을

IRINA SHAYK
by Philip-Daniel Ducasse

KOREA - VOGUE KOREA - MIU MIU - 01.08.24



KOREA - VOGUE KOREA - MIU MIU - 01.08.24



MIU MIU

ITALY - VOGUE ITALIA - 9/1/2024 - Num.: 888 - Pag.: 321

Frequency: monthly - Circulation: 64351



*Vittoria Ceretti
abito in nappa e guanti
di pelle MIU MIU
orecchini a gotha
SOPHIE BUHAL, scarpe
di pelle TOTEM*



MIU MIU

ITALY - VOGUE ITALIA - 9/1/2024 - Num.: 888 - Pag.: 427

Frequency: monthly - Circulation: 64351

OGGETTI DEL DESIDERIO

BUCOLICO- URBANO



*CRISTALLI come gocce di rugiada, camelia
di diamanti, FIORI ricamati su pelle
e velluto. Gli ACCESSORI dell'A/I
2024-25 si ispirano alle silhouette più
preziose della NATURA.
Foto di DAVIT GIORGADZE*



MIU MIU

MIU MIU

ITALY - VOGUE ITALIA - 8/1/2024 - Num.: 887 - Pag.: 125

Frequency: monthly - Circulation: 62170





► 1 settembre 2024

PAESE :Italia
PAGINE :1
SUPERFICIE :8 %
PERIODICITÀ :Mensile□□



MIU MIU

MIU MIU

ITALY - HARPER'S BAZAAR ITALIA - 9/1/2024 - Num.: 13 - Pag.: 98
Frequency: bi-monthly - Circulation: 79185



OVER STORY

Photography
UMIT SAVACI
Styling
MARIA GIULIA
RIVA

Assaggi di
contemporaneità
dall'imprinting dinamico.
Trench, cappotti e
leather coats come punto
di partenza per look
personalissimi





► 1 settembre 2024

PAESE :Italia
PAGINE :1
SUPERFICIE :8 %
PERIODICITÀ :Mensile□□



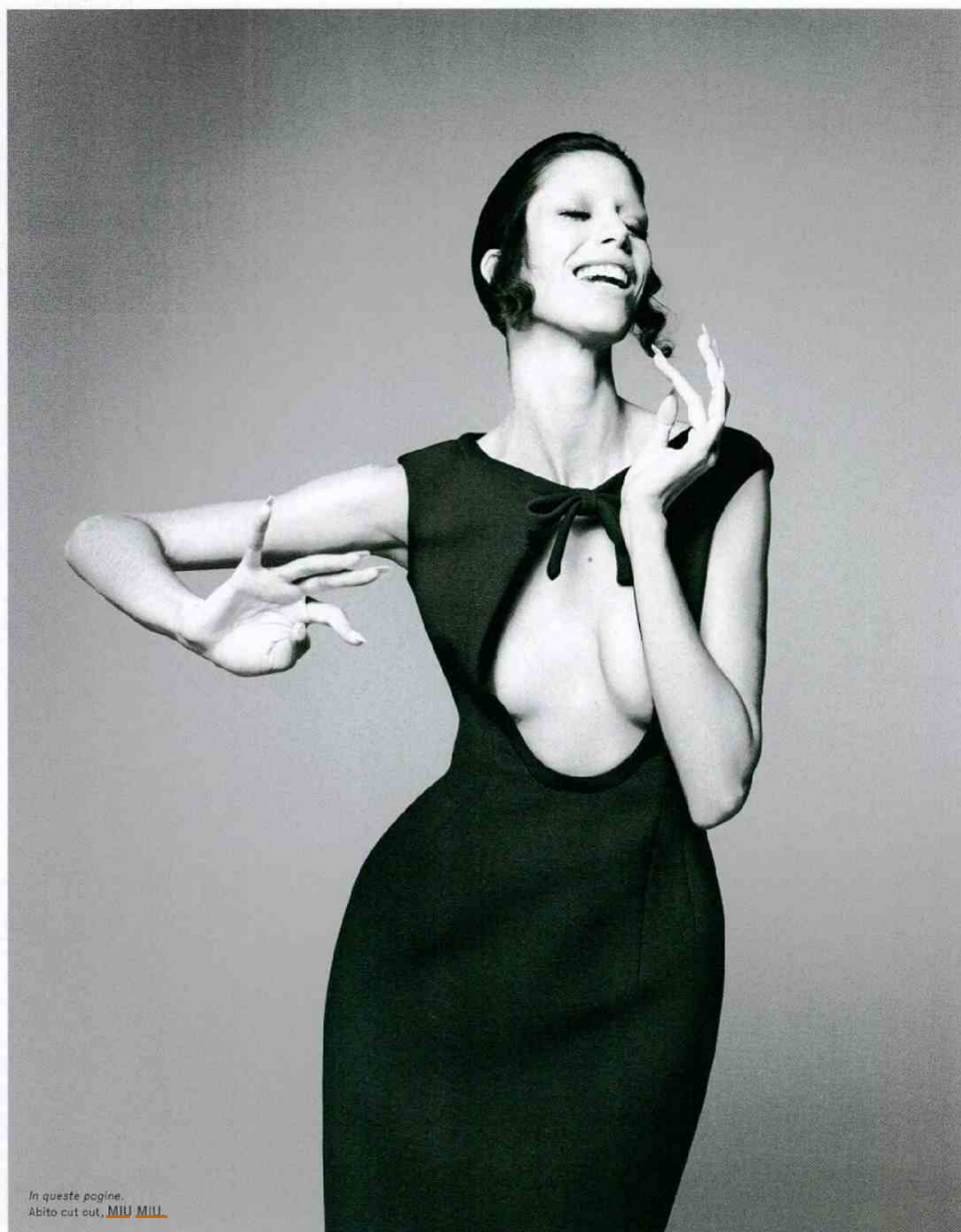
MIU MIU



MIU MIU

ITALY - HARPER'S BAZAAR ITALIA - 9/1/2024 - Num.: 13 - Pag.: 168

Frequency: bi-monthly - Circulation: 79185



In queste pagine.
Abito cut out, MIU MIU.





► 1 settembre 2024

PAESE :Italia
PAGINE :1
SUPERFICIE :8 %
PERIODICITÀ :Mensile□□



MIU MIU

MIU MIU

ITALY - HARPER'S BAZAAR ITALIA - 9/1/2024 - Num.: 13 - Pag.: 169

Frequency: bi-monthly - Circulation: 79185



Willy Vanderprie





► 1 settembre 2024

PAESE :Italia
PAGINE :1
SUPERFICIE :8 %
PERIODICITÀ :Mensile□□



MIU MIU



MIU MIU

ITALY - HARPER'S BAZAAR ITALIA - 9/1/2024 - Num.: 13 - Pag.: 212
Frequency: bi-monthly - Circulation: 79185



Cappotto con spille, borsa,
tutto MIU MIU.
Nella pagina accanto:
Cappotto, abito, top dolcevita,
cappello, orecchini, borsa,
décolletées, tutto CELINE
BY HEDI SLIMANE; coiffant,
EMILIO CAVALLINI.





MIU MIU

ITALY - AMICA - 9/1/2024 - Num.: 9 - Pag.: 106

Frequency: monthly - Circulation: 66861

Borsa Aventure
di nappa, MIU MIU.



MIU MIU

MIU MIU

ITALY - STYLE MAGAZINE - 9/1/2024 - Num.: 9 - Pag.: 104
Frequency: monthly - Circulation: 511937





MIU MIU

MIU MIU

ITALY - STYLE MAGAZINE - 9/1/2024 - Num.: 9 - Pag.: 111

Frequency: monthly - Circulation: 511937



Pigiama
in popeline
di cotone
e maglione,
Miu Miu.





STORIE





MIU MIU

ITALY - VANITY FAIR - 8/28/2024 - Num.: 34-35 - Pag.: 35

Frequency: weekly - Circulation: 77327



NUMERO UNO

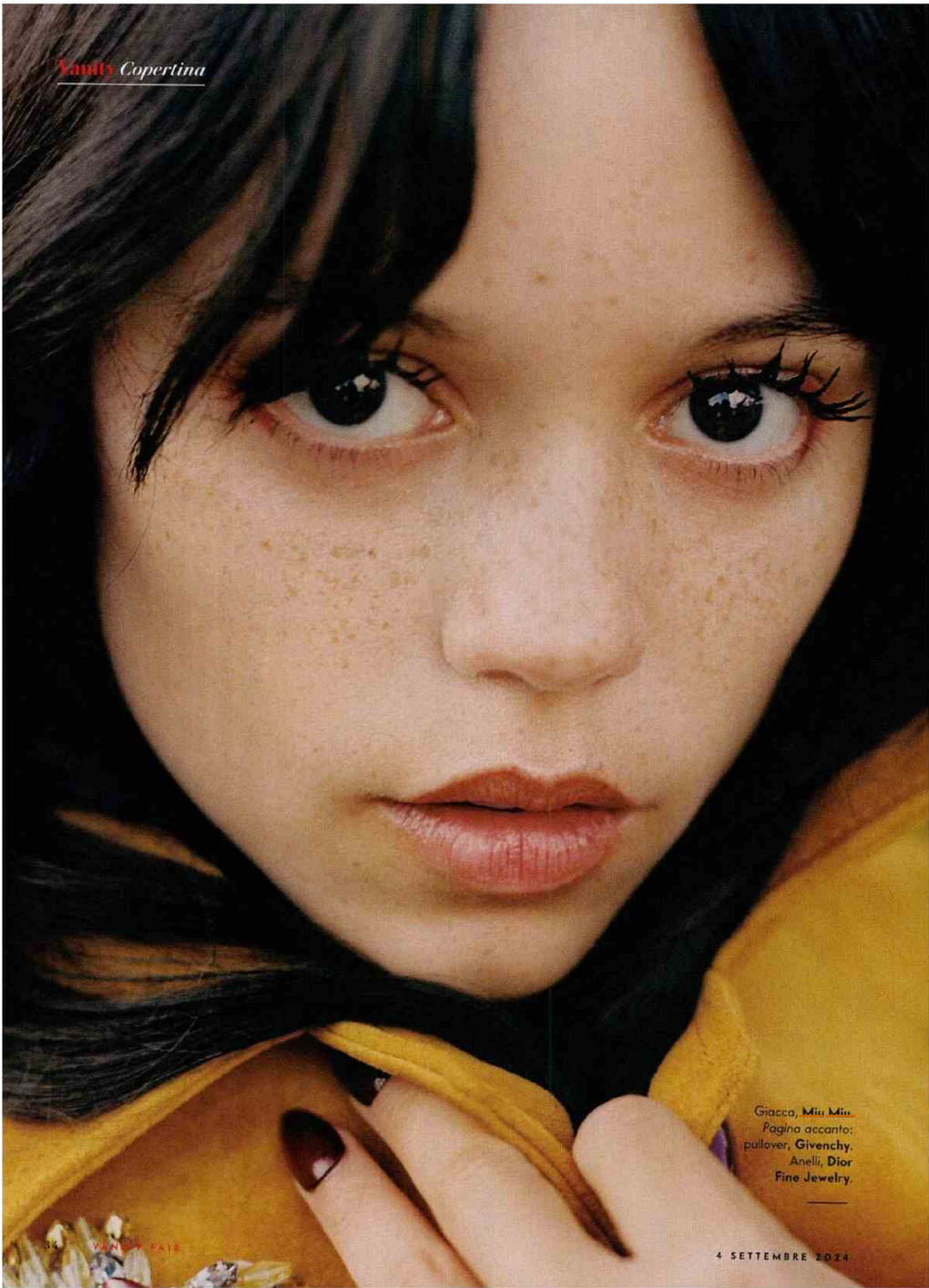
Sabrina Carpenter, 25 anni. I suoi ultimi due singoli sono finiti entrambi al primo posto delle classifiche globali, e sono rimasti in top ten a distanza di settimane.

Abito, Miu Miu.
Anelli, Van Cleef & Arpels. Scarpe, Amina Muaddi.
Pagina accanto: tuta, Max Mara.



MIU MIU

MIU MIU
ITALY - VANITY FAIR - 9/4/2024 - Num.: 36 - Pag.: 34
Frequency: weekly - Circulation: 77327





MIU MIU

MIU MIU

ITALY - VANITY FAIR - 9/4/2024 - Num.: 36 - Pag.: 76
Frequency: weekly - Circulation: 77327



Vanity Moda

Cappotto di lana con spille applicate, micro blouson e cinque tasche in denim, **Miu Miu**.
Pagina accanto: giacca con orli sfrangiati e pantaloni ampi con tasconi. Gas.

100% DENIM

di VALENTINA DI PINTO
foto NICOLÒ PARSENZIANI

76 VANITY FAIR

4 SETTEMBRE 2024





MIU MIU

ITALY - VANITY FAIR - 9/18/2024 - Num.: 38 - Pag.: 91

Frequency: weekly - Circulation: 77327



«ALLA BASE DI MODA E PERFORMANCE
C'È LO STESSO OBIETTIVO: EMOZIONARE»

**PER YLENIA
MINNITI:**

abito
in popeline
e jersey, sciarpa
di cashmere
e décolletées
con cinturino,
Miu Miu.

Pagina accanto:
maxi scaldacollo,
cagoule
e giacca,
Del Core.

Anello e collana
in oro con pavé
di diamanti,
Leo Pizzo.



► 1 settembre 2024

MIU MIU

MIU MIU

ITALY - D REPUBBLICA - 8/31/2024 - Num.: 1404 - Pag.: 77
Frequency: weekly - Circulation: 141941





MIU MIU

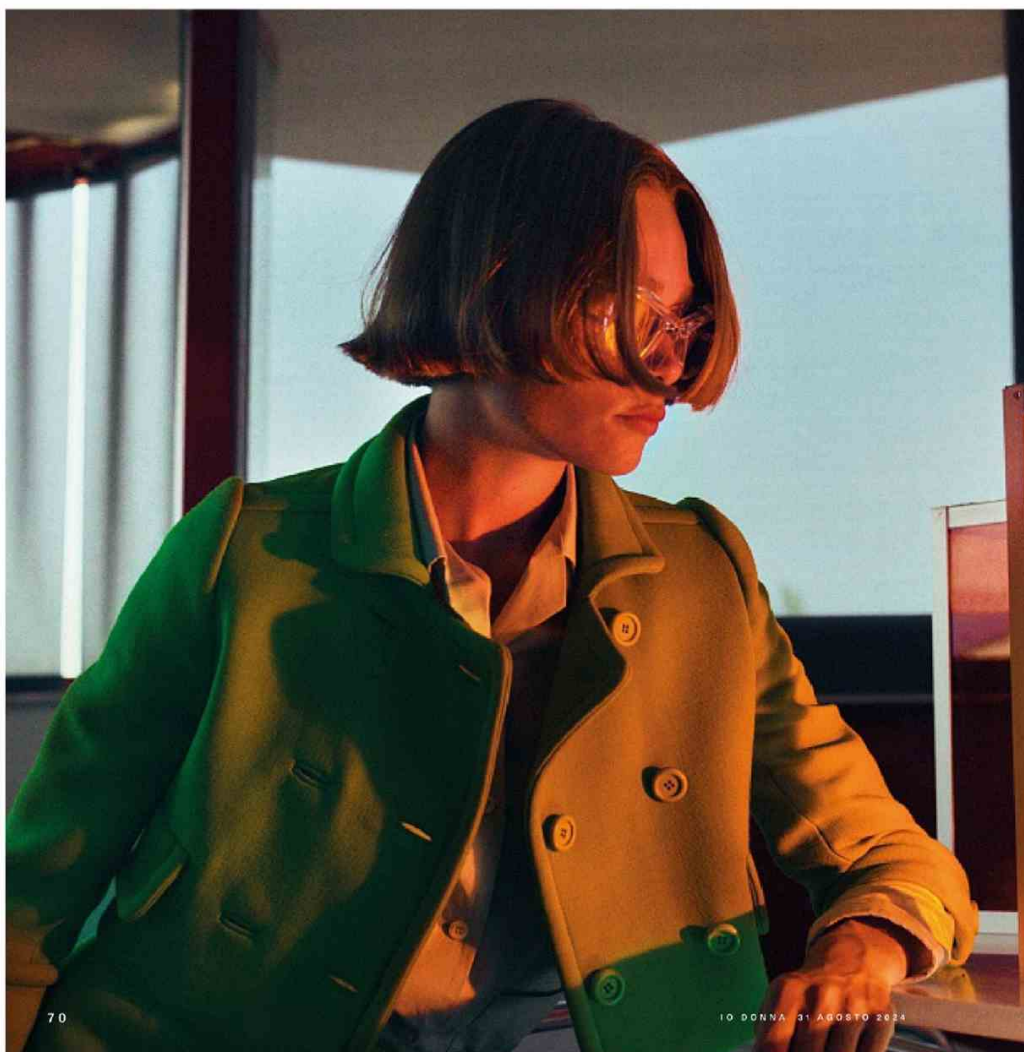
MIU MIU

ITALY - IO DONNA - 8/31/2024 - Num.: 35 - Pag.: 70

Frequency: weekly - Circulation: 239582



Giacca in nattè
e camicia in popeline
MIU MIU, occhiali
in acetato con
dettagli "G" GIVENCHY.



70

IO DONNA 31 AGOSTO 2024





Blue velvet

Photographie Anthony Arquier
Réalisation Joana Dacheville



Robe en drap de laine et
collant, MIU MIU.





Robe en crêpe de coton
et laine, MIU MIU.



Cardigans en
coton, **MIU MIU**.
Minishort en
laine, **GUCCI**.
Ceinture en cuir
et métal, **ISABEL
MARANT**.

Page de droite,
costume en
gabardine de
soie, **McQUEEN**.
Chemise
en coton,
WE11DONE.
Chapeau en laine,
ANTHONY PETO.
Ceinture en cuir,
**CELINE PAR HEDI
SLIMANE**.
Chaussures Tabi,
en cuir, **MAISON
MARGIELA**.
Cravate et
collier vintage.

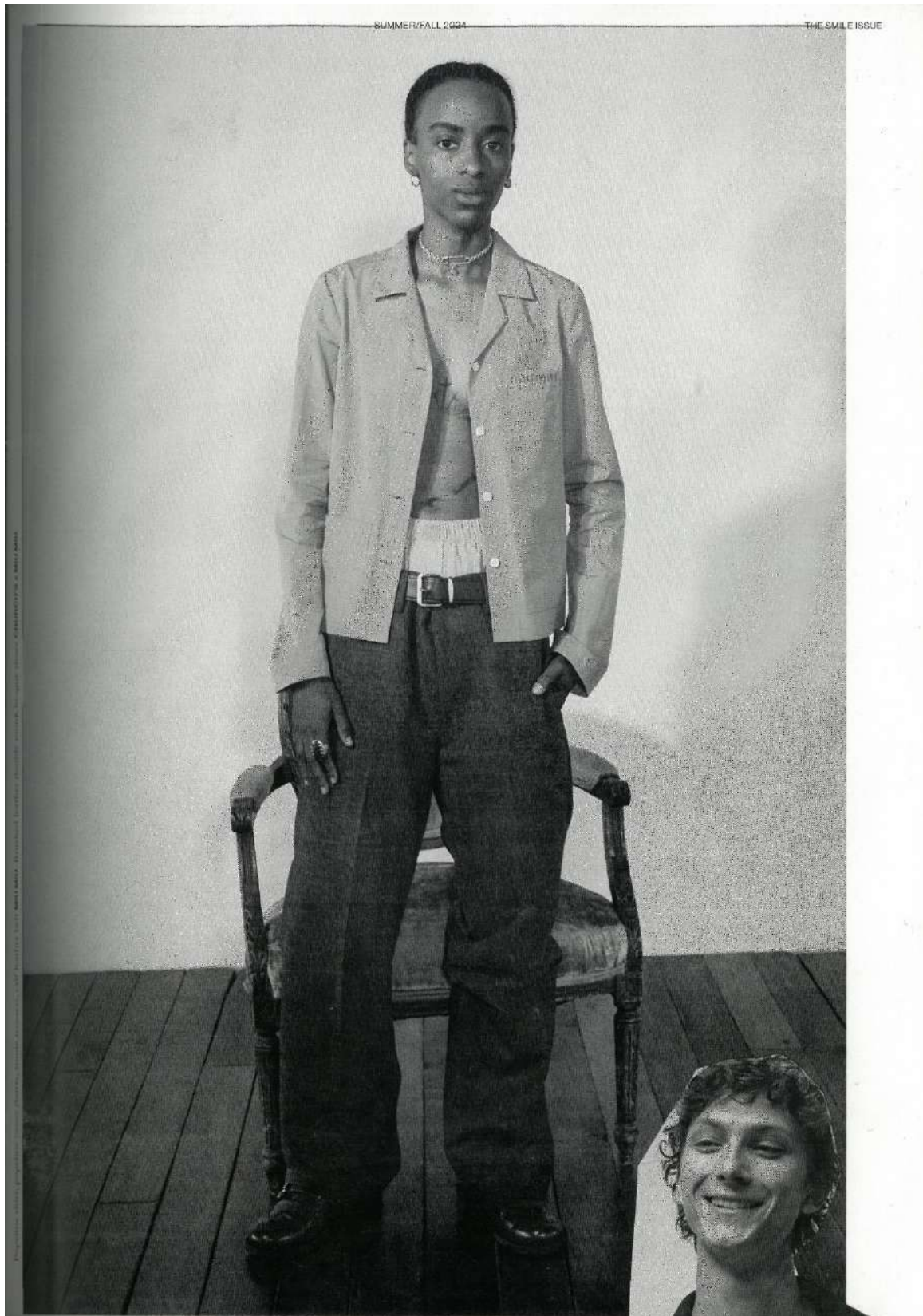


Grafik DESIGN

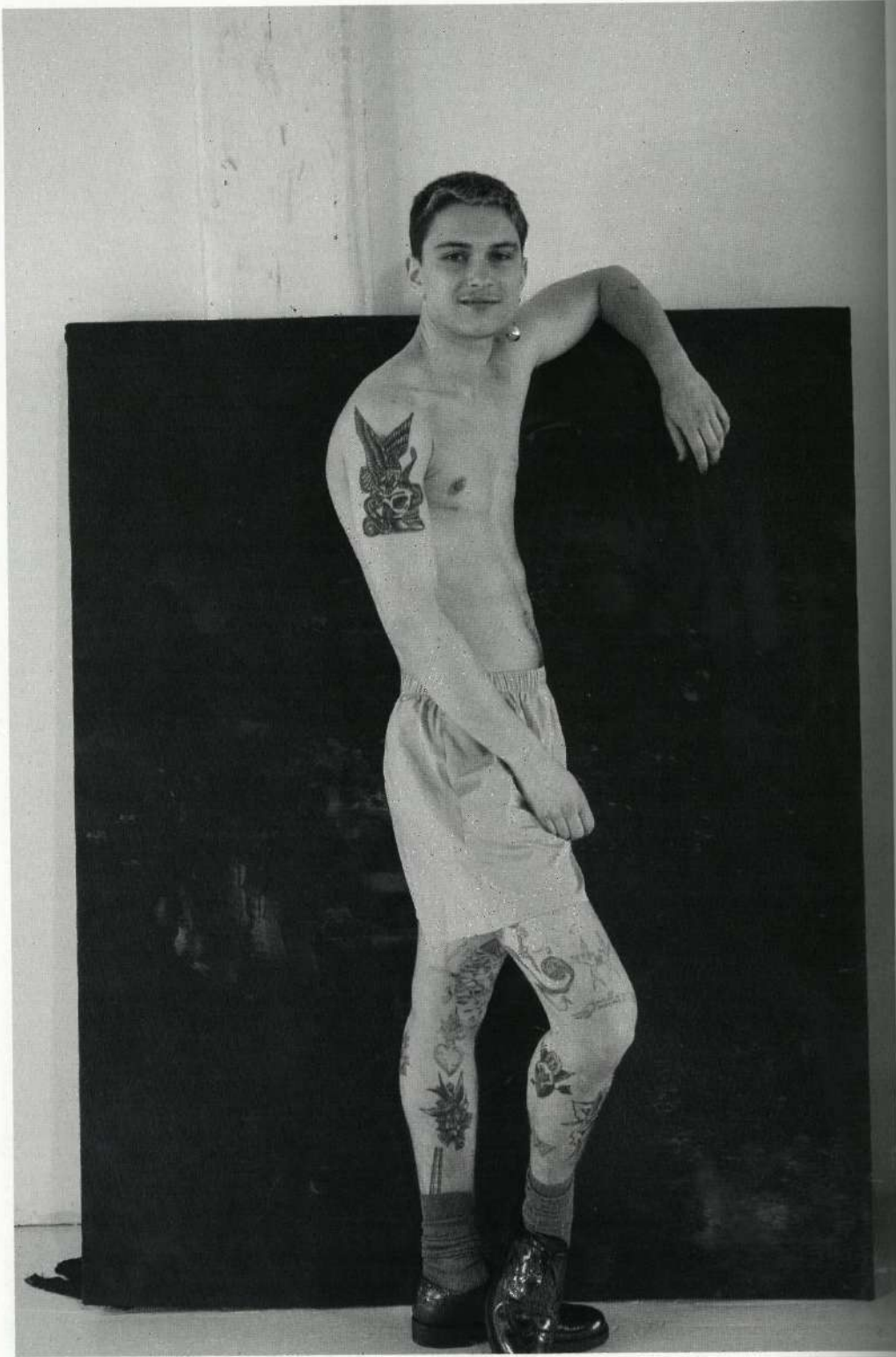
*So MUSTERAFFIN wie in der
neuen Saison war die MODE
lange nicht mehr. Ein Überblick.
Fotos LALA SERRANO
Styling FÁTIMA MONJAS*

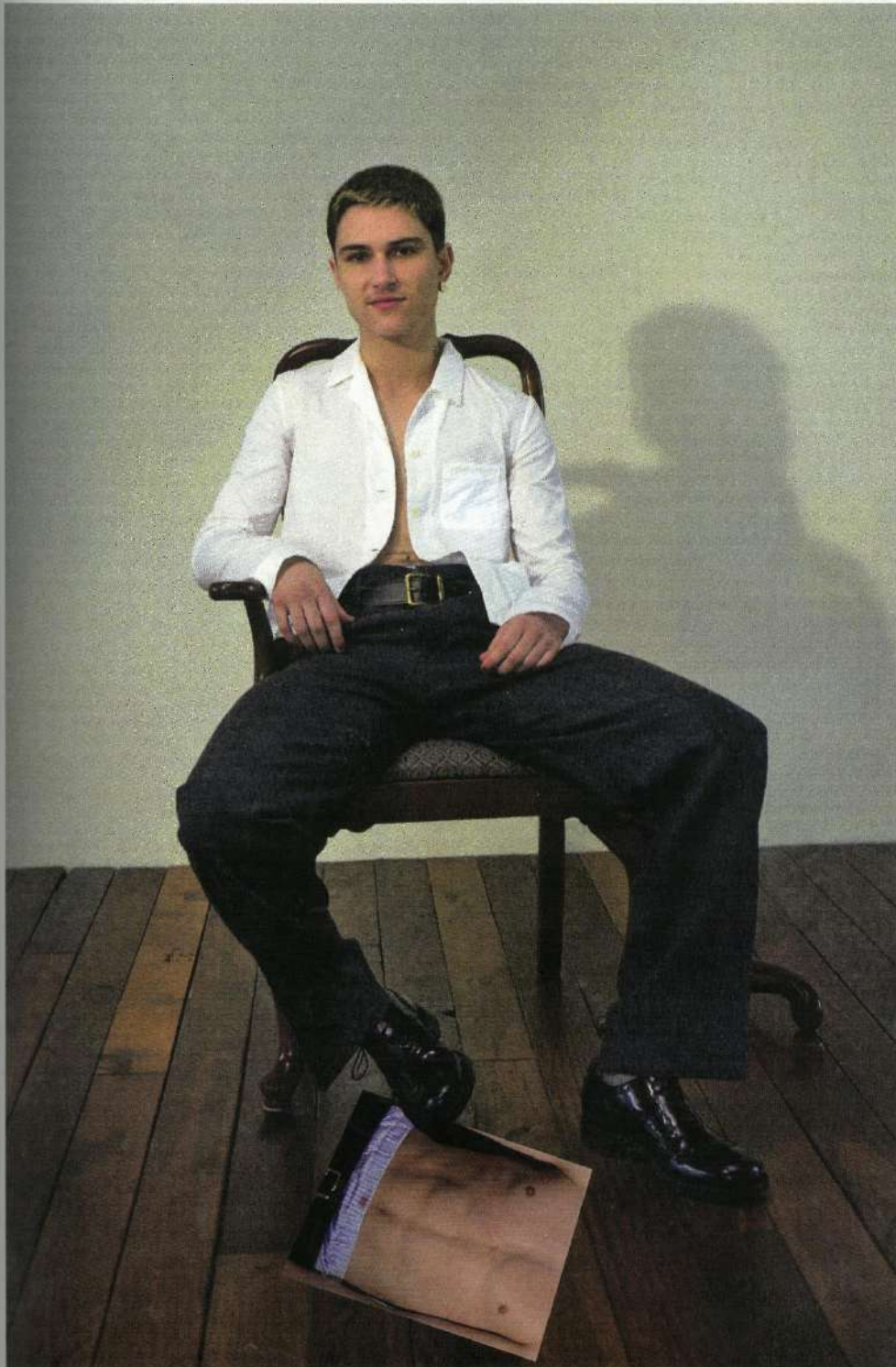
*Hochgeschlossenes
kariertes Kleid von
MANS. Sehbrille
von MIU MIU.*



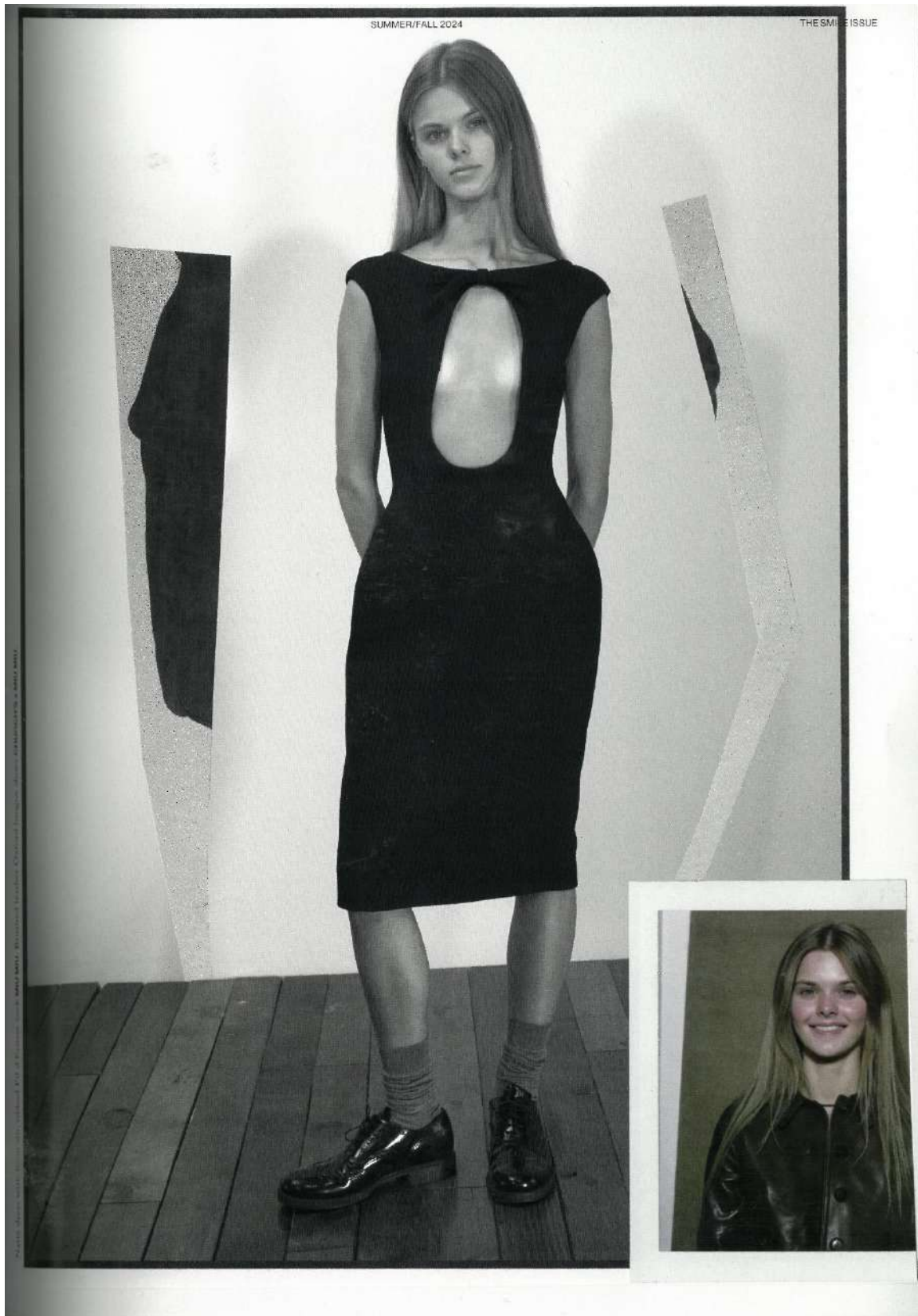


GERMANIA-DUST-MIU MIU-SUMMER-FALL-2024





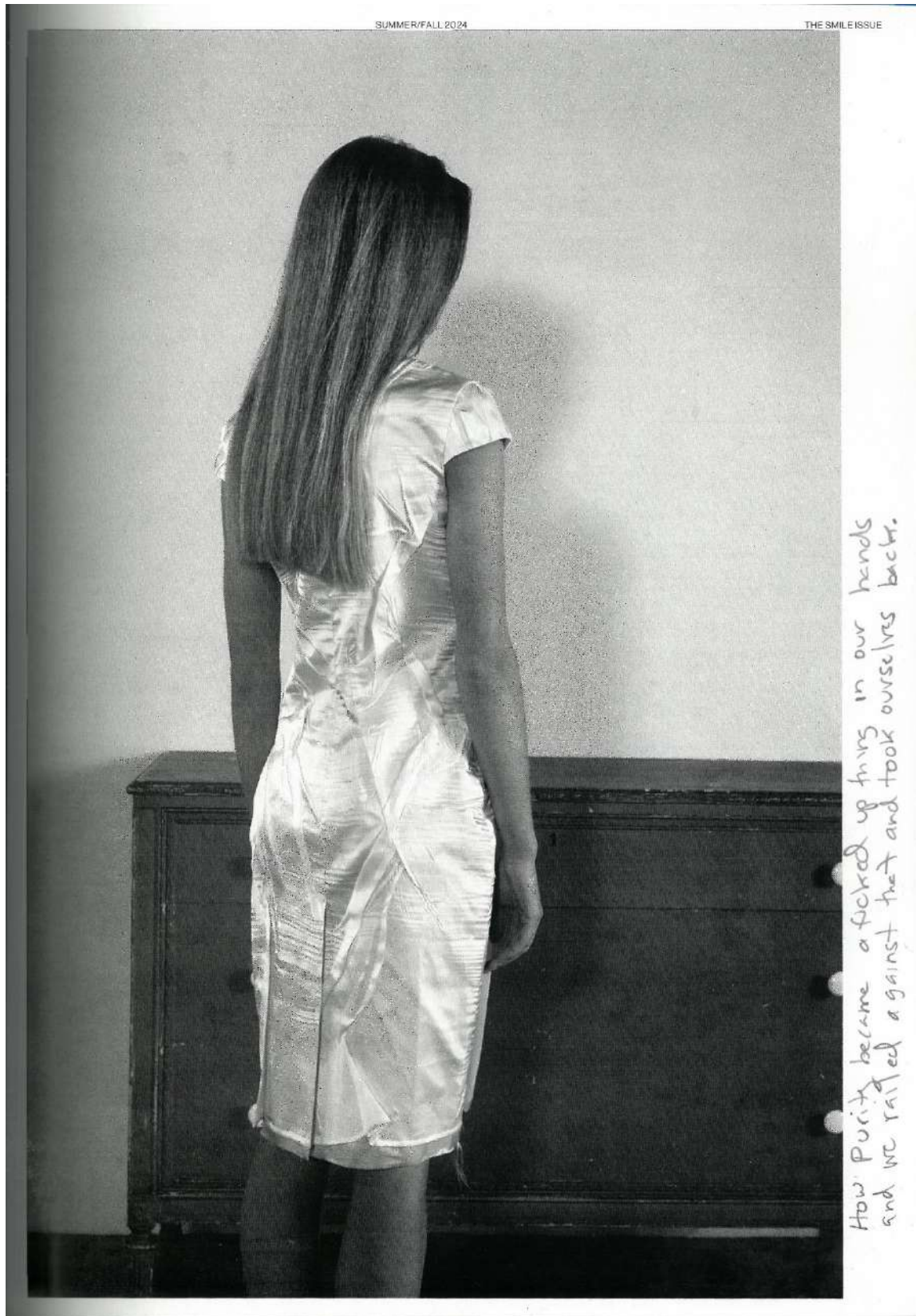
Protagonista: Adam Lambert. Styling: [unreadable]. Hair: [unreadable]. Makeup: [unreadable].



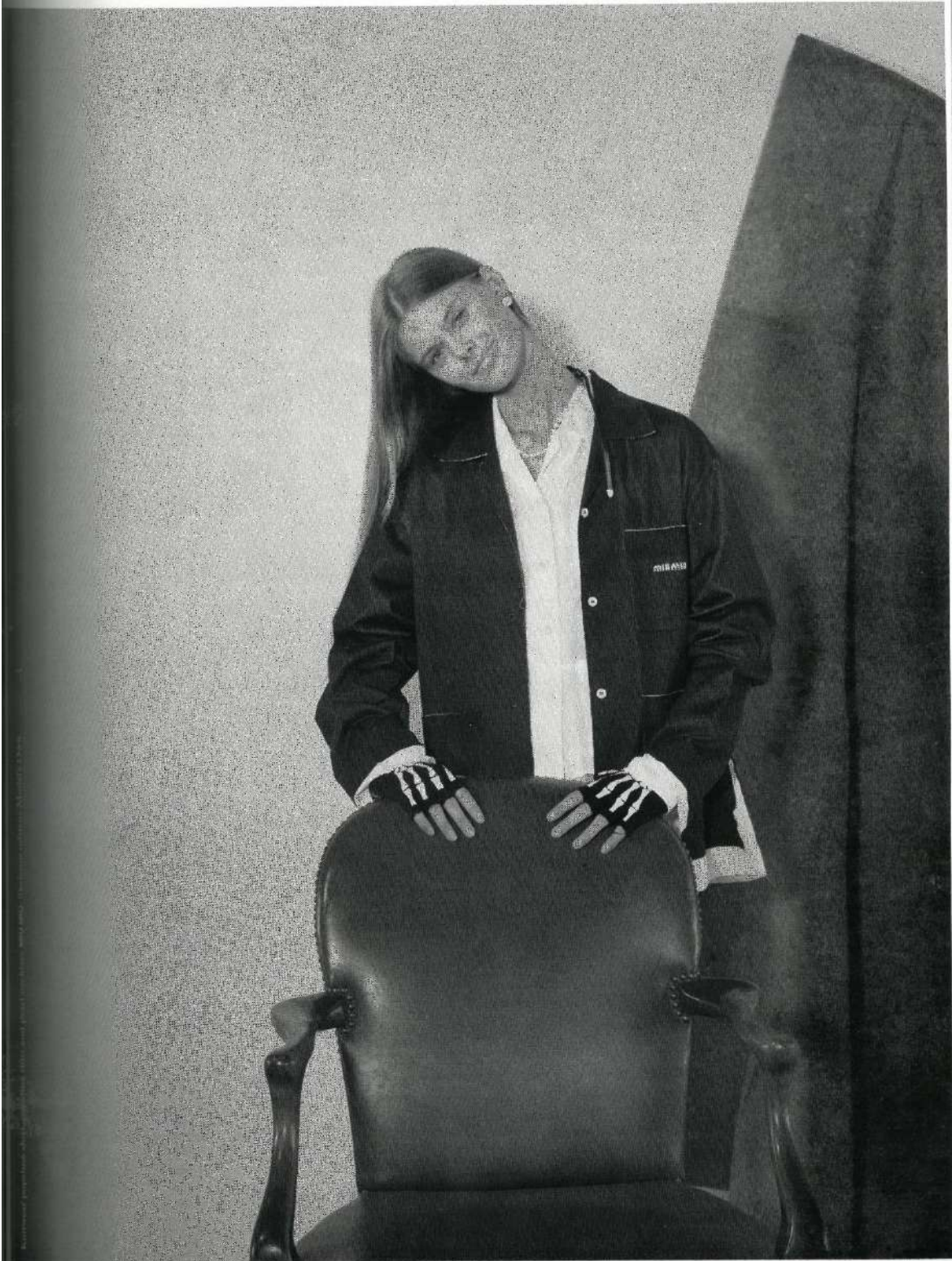
GERMANIA-DUST-MIU MIU-SUMMER-FALL-2024



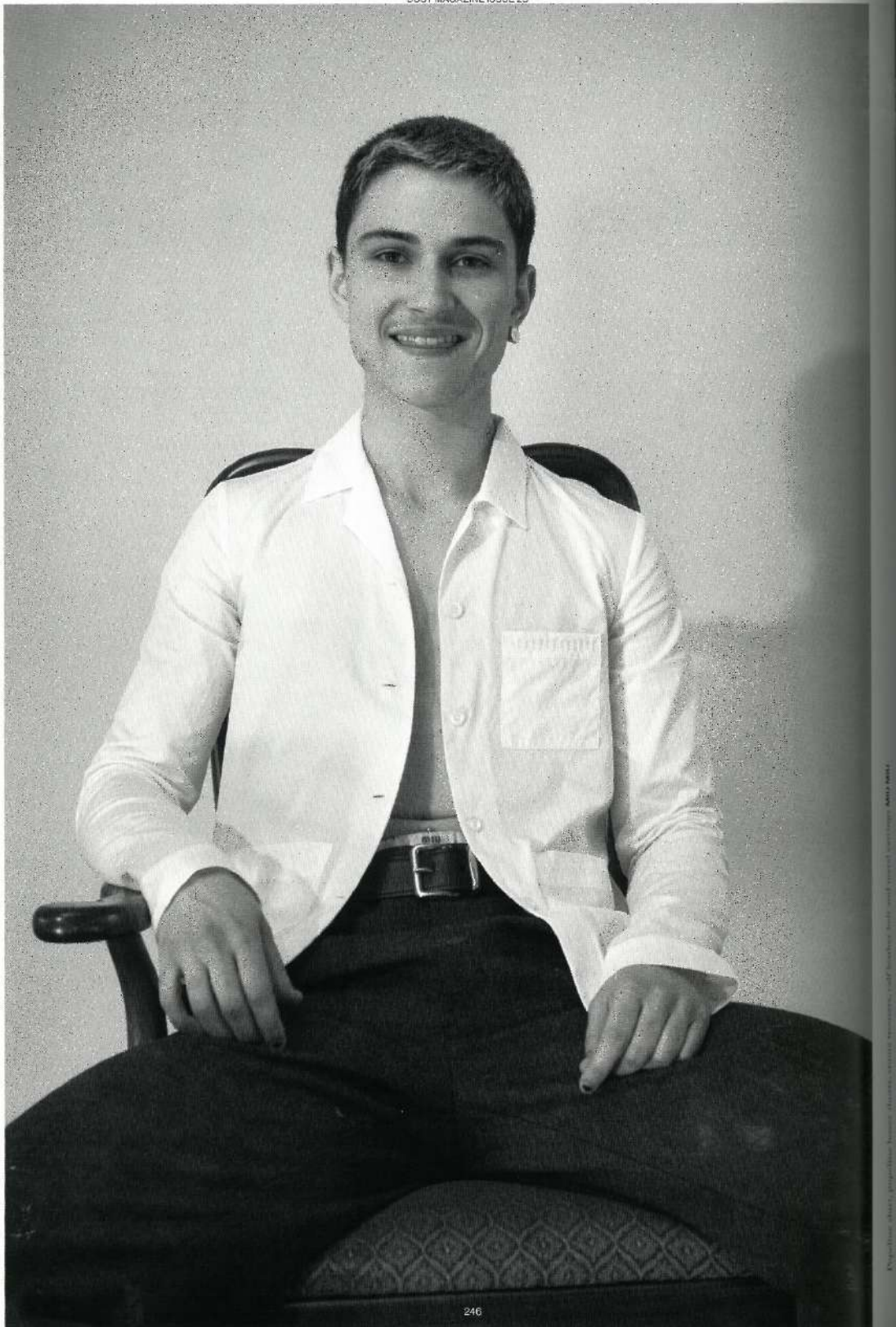
I forgot the feeling of shooting such a young girl. I was so relieved when her mother was standing behind ~~her~~ at the front door. I said please come in and she said 'no, I'll be downstairs' I said ok. Actually it was quite fun. We talked about Nya's younger years playing ice hockey in Canada. Maybe that made me feel like we were more the same. I thought about Baileys and Lewis Carroll and how we inherit fantasies and subsequent fear. She sent me flowers after this Shoot-Real Beauty.



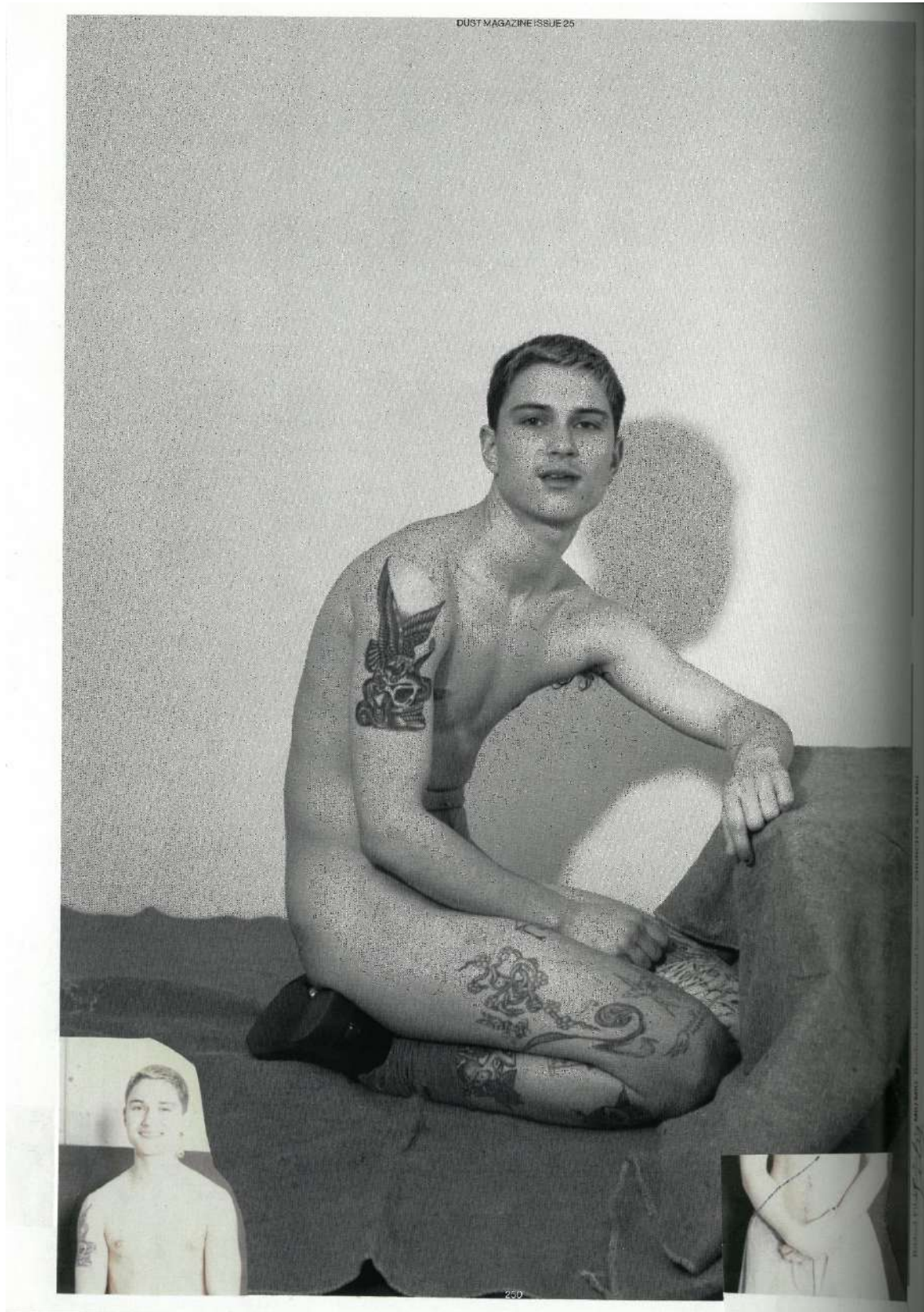


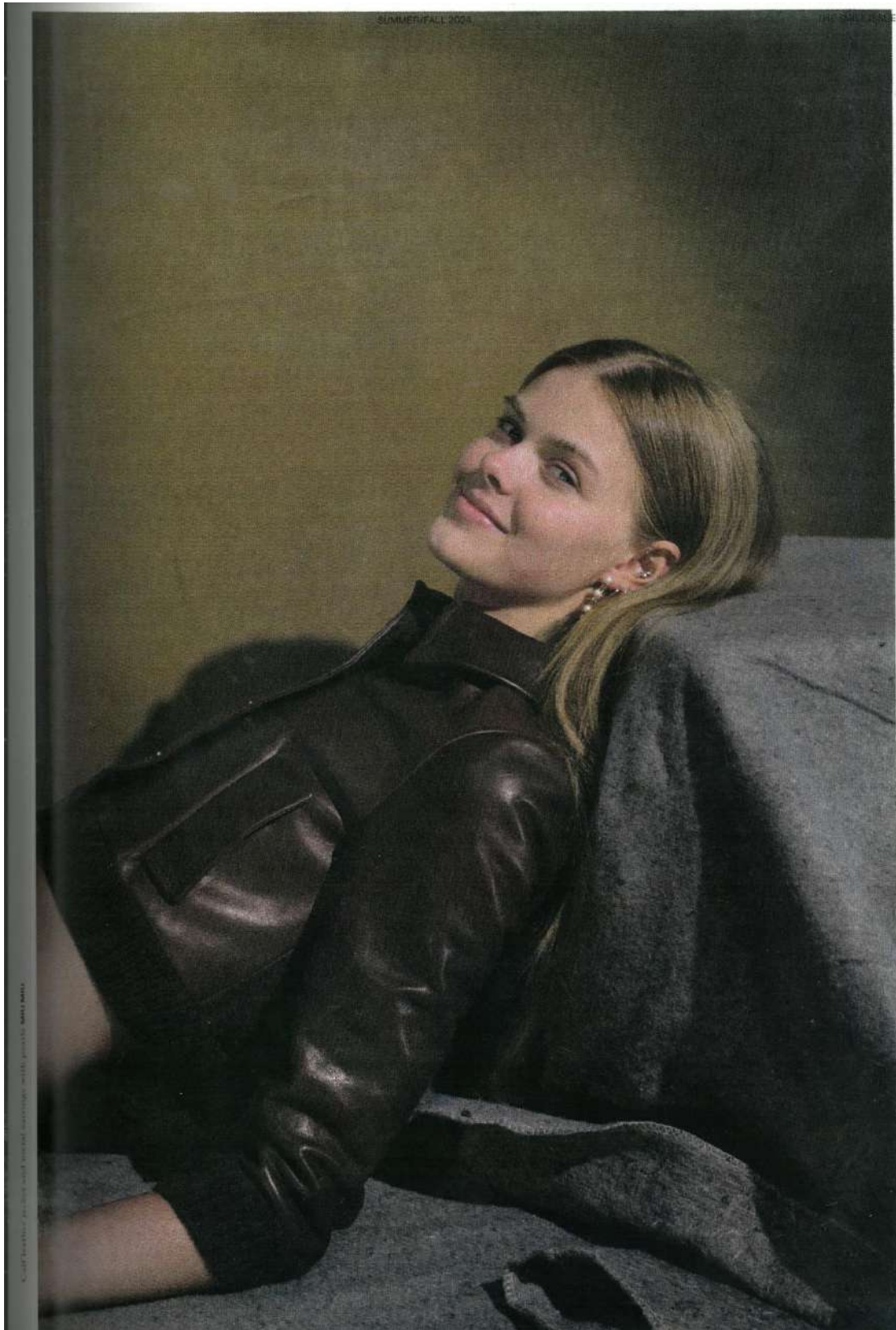


GERMANIA-DUST-MIU MIU-SUMMER-FALL-2024



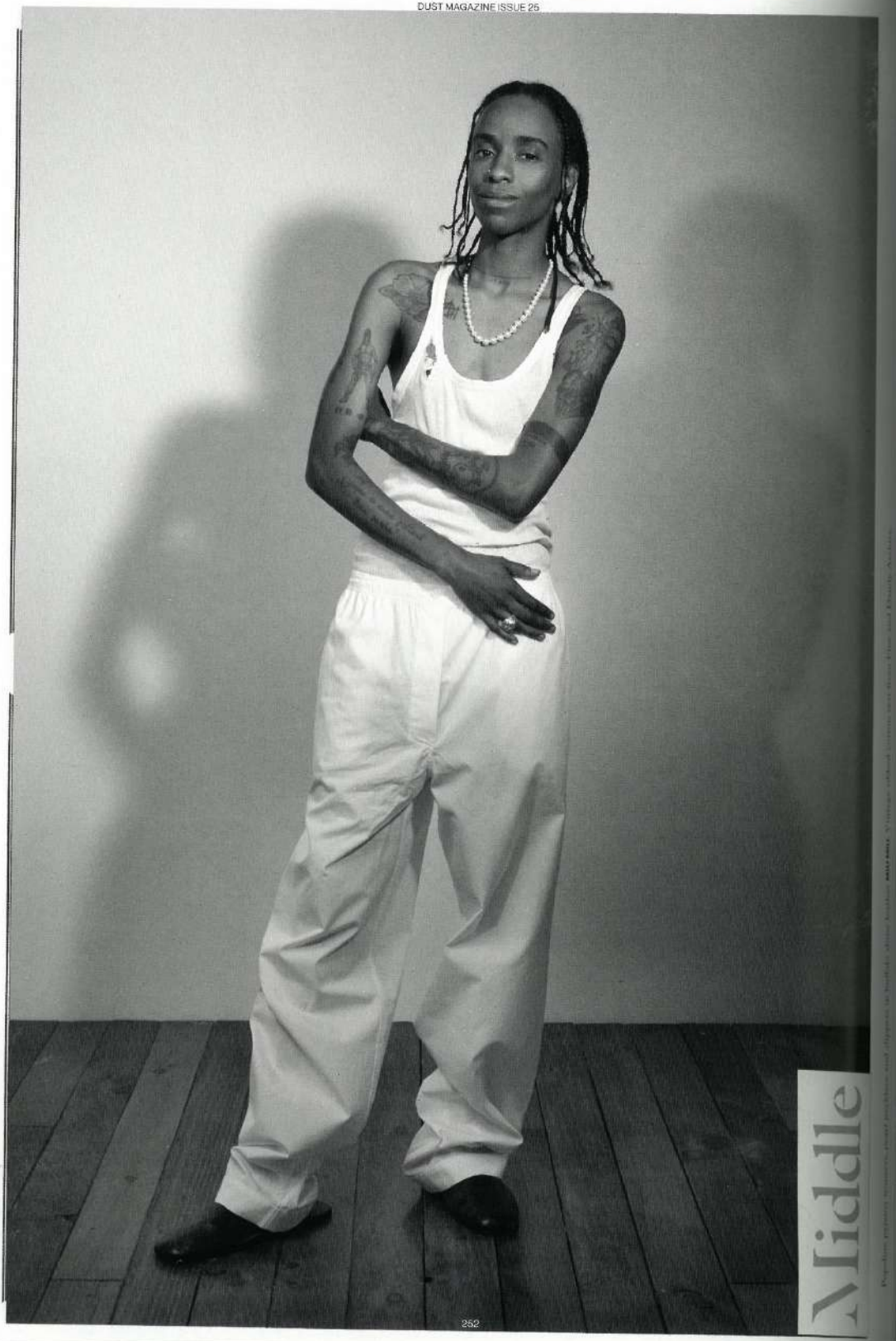




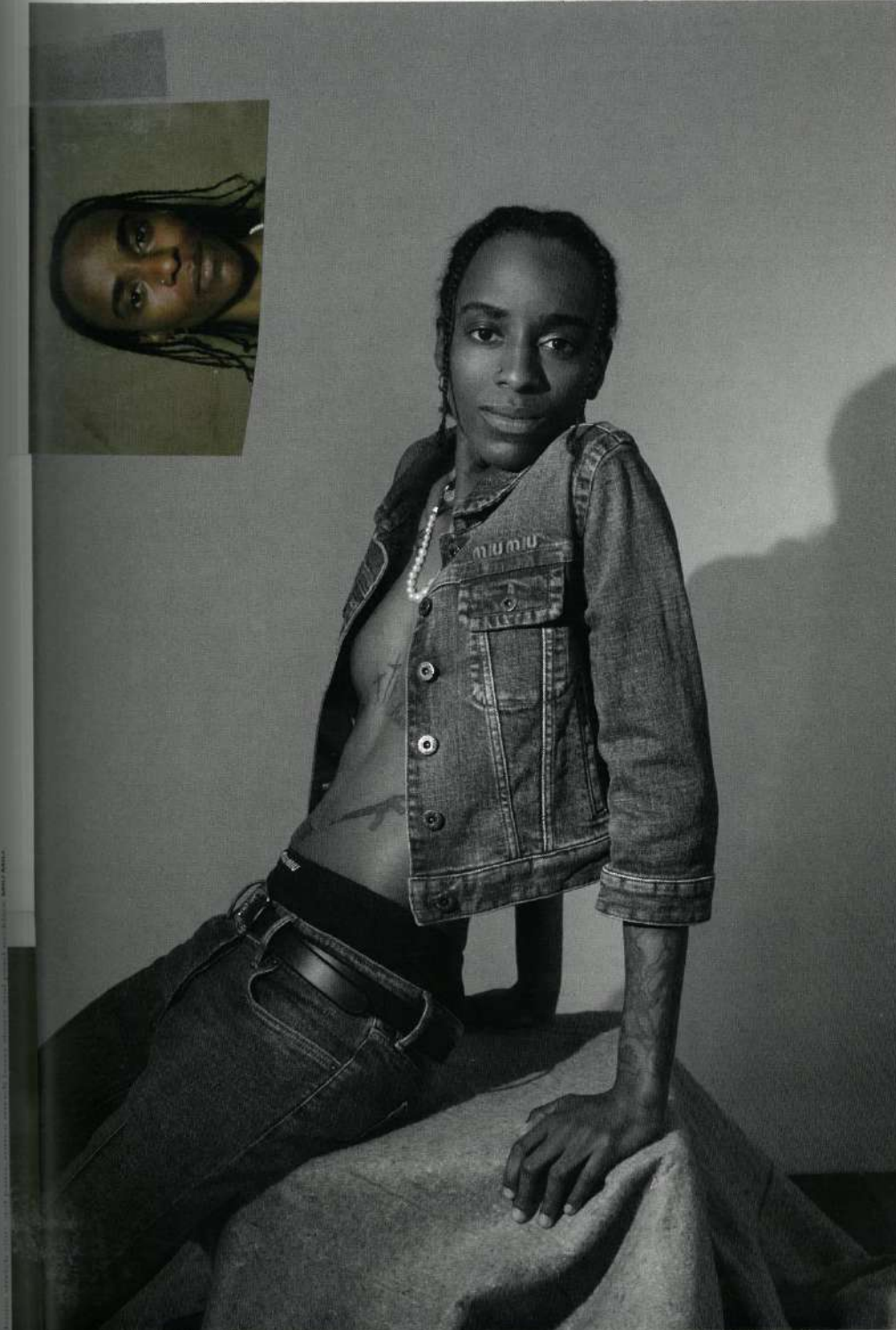


GERMANIA-DUST-MIU MIU-SUMMER-FALL-2024

Just as much softness, self-embrace met.



A fiddle



THE MOST BEAUTIFUL HAND

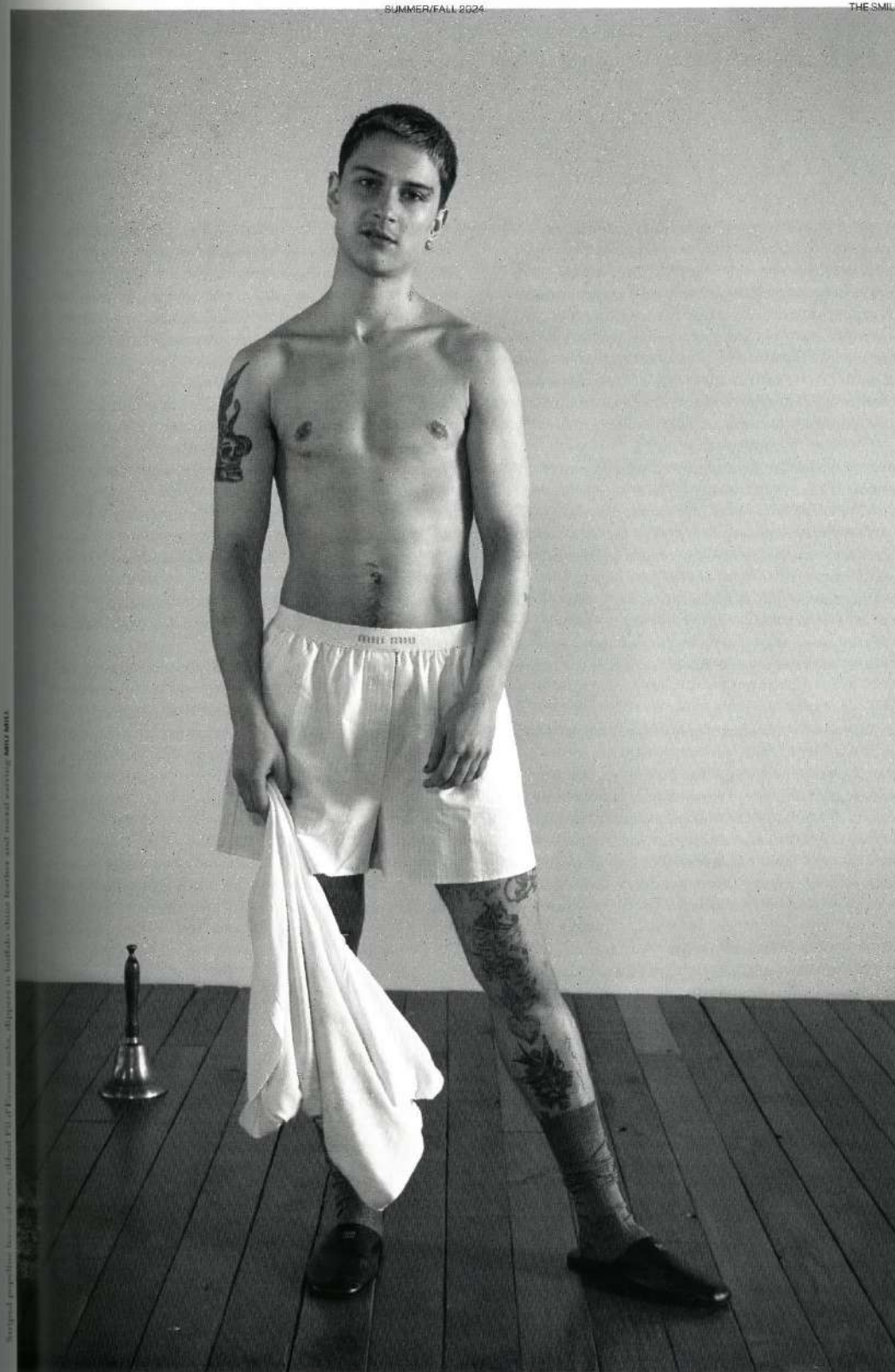


Photographer: COLLIER SCHORR. Stylist: NICO TORELLI. Makeup Artist: SUSIE SOBOL at PM ARTISTS. Hairstylist: HOLLI SMITH at AKI PARTNER. Manicurist: NATALIE PAVLOSKI at BRIDGE. Casting Director: NICOLA KAST. Set Designer: JAVIER IRIGOYEN at J ALALAND. Talent: ANGEL HAZE at FOX CREATIVES. Models: LEILA ROBB at DNA, LILY EPSTEIN at JOSEPH CHARLES VIOLA, NYA BAKKER at AMR and LUKE LENSKI at IMG. Lighting Designer: ARI SADO. Digital Operator: HOPE CHRISTERSON. Photo Assistant: KYLE AMERANTES. Stylist Assistant: RAQUEL CASTELLANOS, TIZIANA TORRES-ZOLLO and HARVEY TURNER. Set Designer Assistant: CHAZZ FOGGIE. Producer to Collier Schorr: JEMMA HINKLY. Production ARTIST: COMMISSIONS. Production Assistant: SNAKE GARCIA. Post Production: TWOHIRETWO.



SUMMER/FALL 2024

THE SMILE ISSUE



Stylized portrait of a man, shirtless, wearing white boxer shorts and holding a white cloth. The man has tattoos on his arms and legs. The background is a plain, light-colored wall. The floor is made of dark wooden planks. A small bell is visible on the floor to the left of the man.

GERMANIA-DUST-MIU MIU-SUMMER-FALL-2024



ART ATTACK

Wer sagt, dass Uniformen immer distinguierte Monotone in Grau oder Blau ausstrahlen müssen? **Miu Miu**. Prada beweist mit ihrem quietschgrünen, ladylikeen Kostüm im poppigen Sixties-Stil, dass der Alltag durchaus einen fröhlichen Farblecks vertragen kann. Alles von **Miu Miu**. P.s. A. Handschuhe: **Issey Miyake**

90 · MADAME · September 2024

GERMANIA-MADAME-MIU MIU-SEPTEMBER-2024





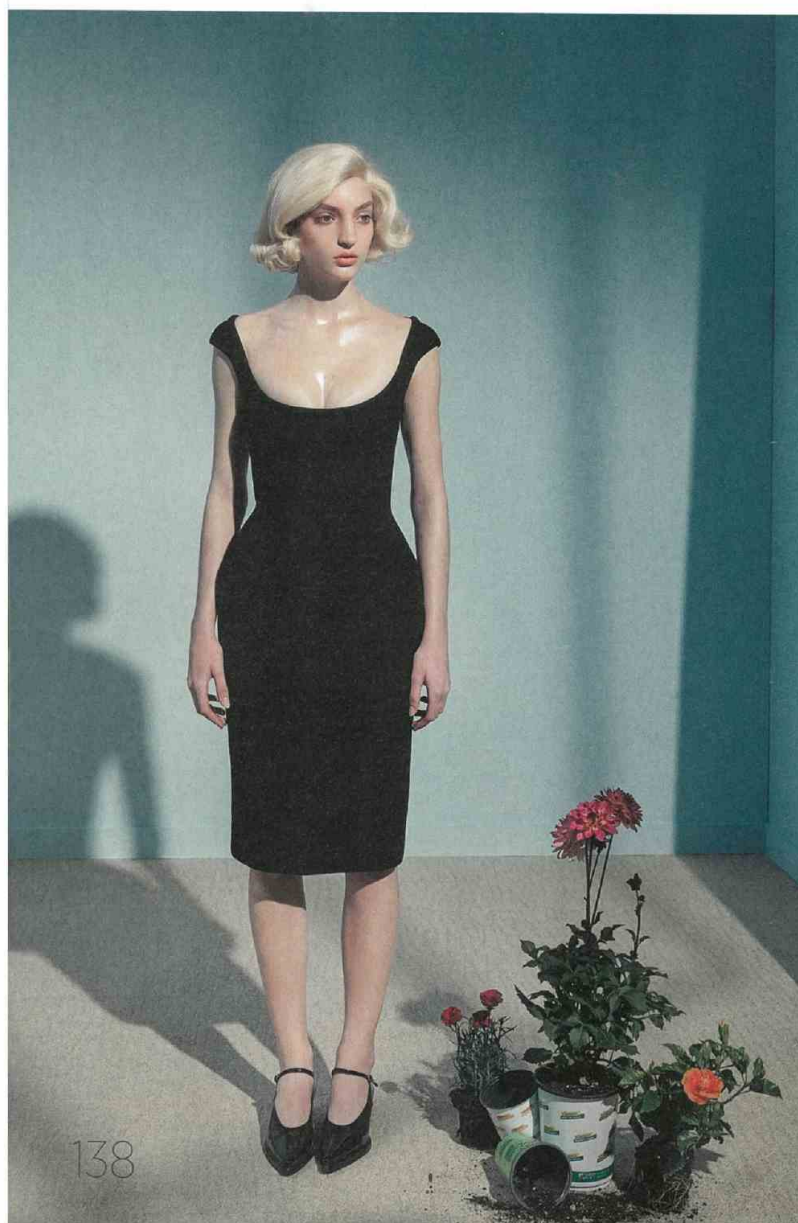
Stylizzata: Daria Agazzi. Location: Berlin. Miu Miu, Berluti, Gucci, Prada, Alaïa.

GERMANIA-DUST-MIU MIU-SUMMER-FALL-2024



ZWEIREIHIGER MOHAIR-
MANTEL, MIT PATTEN-
TASCHEN, DARUNTER EINE
BLUSE UND EINE HOSE AUS
POPELINE. LEDERLOAFER
MIT METALLSCHNALLEN,
ALLES VON MIU MIU

95



Tailliertes Kleid mit tiefem Ausschnitt aus Mohair, Lederpumps mit Riemchen, beides von [MIU MIU](#)

Rechte Seite Trägerloses Minikleid aus Wolle, mit großer applizierter Schleife, Sonnenbrille aus Acetat, beides von CELINE BY HEDI SLIMANE

GERMANIA-HARPER'S [BAZAAR-MIU MIU-SEPTEMBER-2024](#)



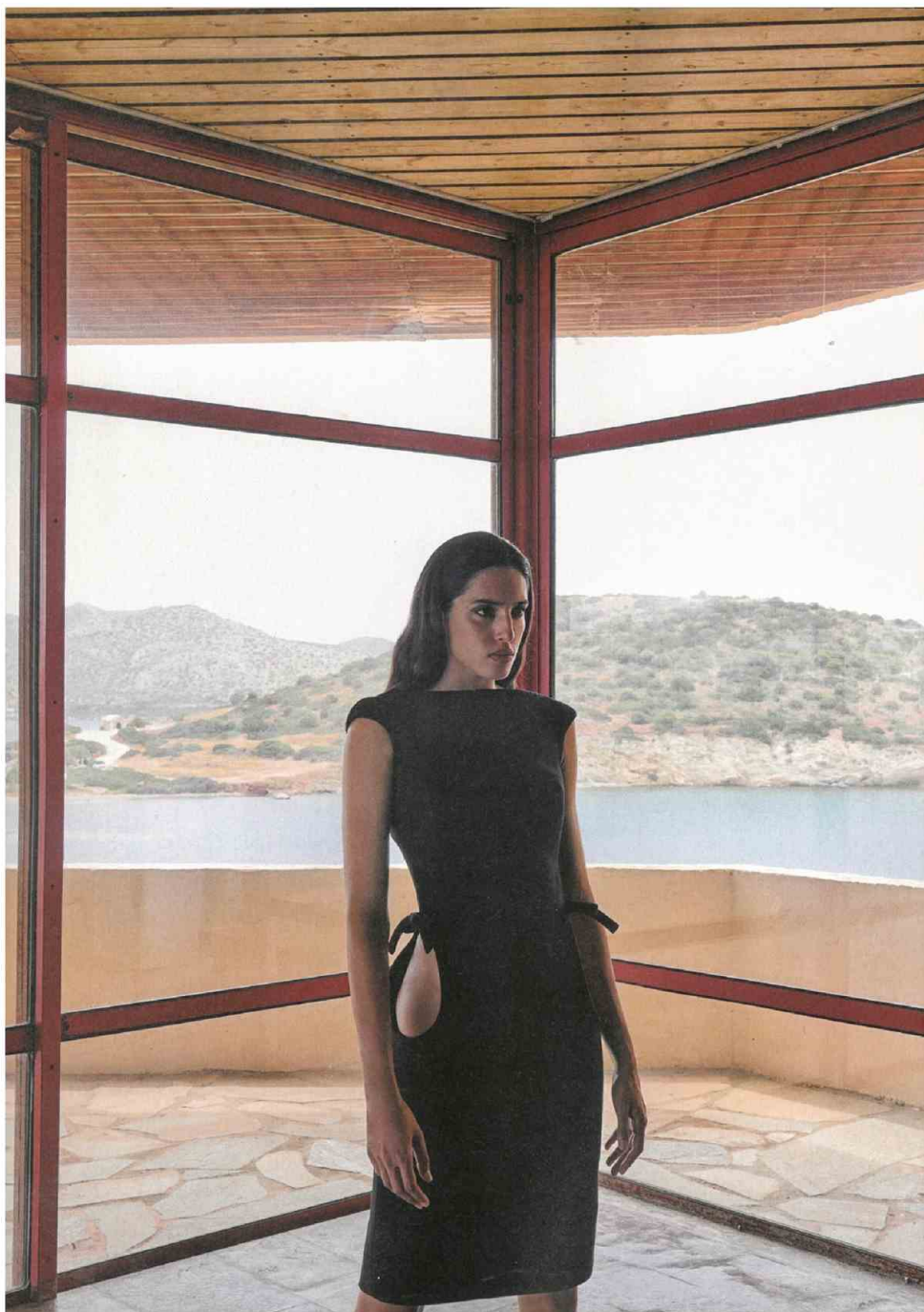
PAESE :Germania

PAGINE :1

SUPERFICIE :5 %

Harper's Bazaar (Ge

► 1 settembre 2024



GERMANIA-HARPER'S BAZAAR-MIU MIU-SEPTEMBER-2024





AGENDA

EL FLAMENCO QUE NOS FALTA



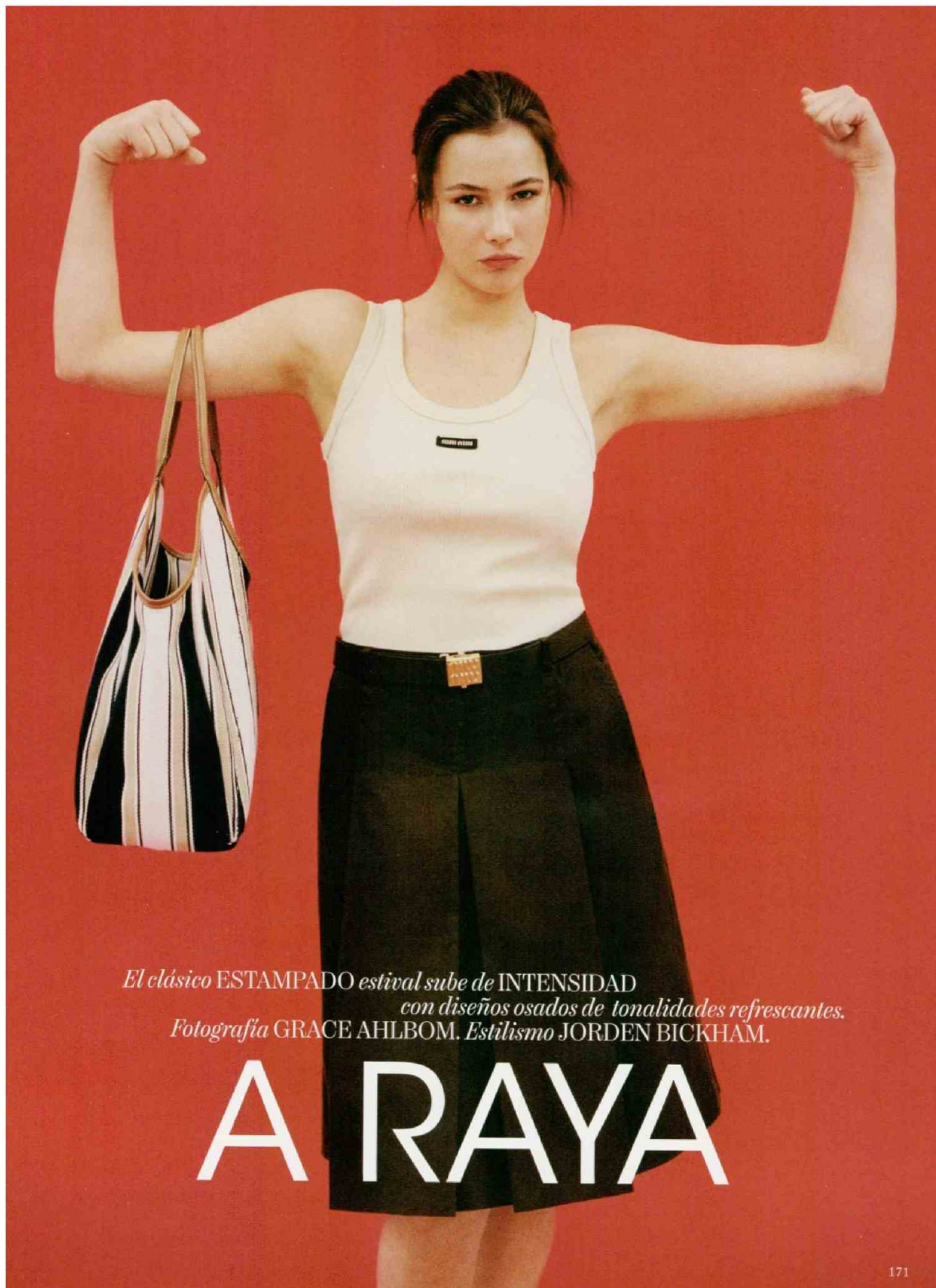
ÁNGELES TOLEDANO *debuta con el álbum 'SANGRE SUCIA', aunque su carrera ya despegó en los directos, donde canta para una generación que no conoce fronteras.*
Fotografía PABLO ZAMORA. Estilismo ANA TOVAR.
Por CECILIA CASERO.





En la página anterior, Ángeles Tolcedano con abrigo de paño con doble botonadura, de MIU MIU; pendiente "earcuff" XS de lucite reciclado y plata bañada en oro y pendiente "earcuff" de lucite reciclado y plata bañada en oro, ambos de BEATRIZ PALACIOS. En esta página, abrigo de paño con doble botonadura, de MIU MIU; pantalón metalizado de algodón y seda, de CORDERA; y bailarinas de piel, de PRADA.





*El clásico ESTAMPADO estival sube de INTENSIDAD
con diseños osados de tonalidades refrescantes.
Fotografía GRACE AHLBOM. Estilismo JORDEN BICKHAM.*

A RAYA

171

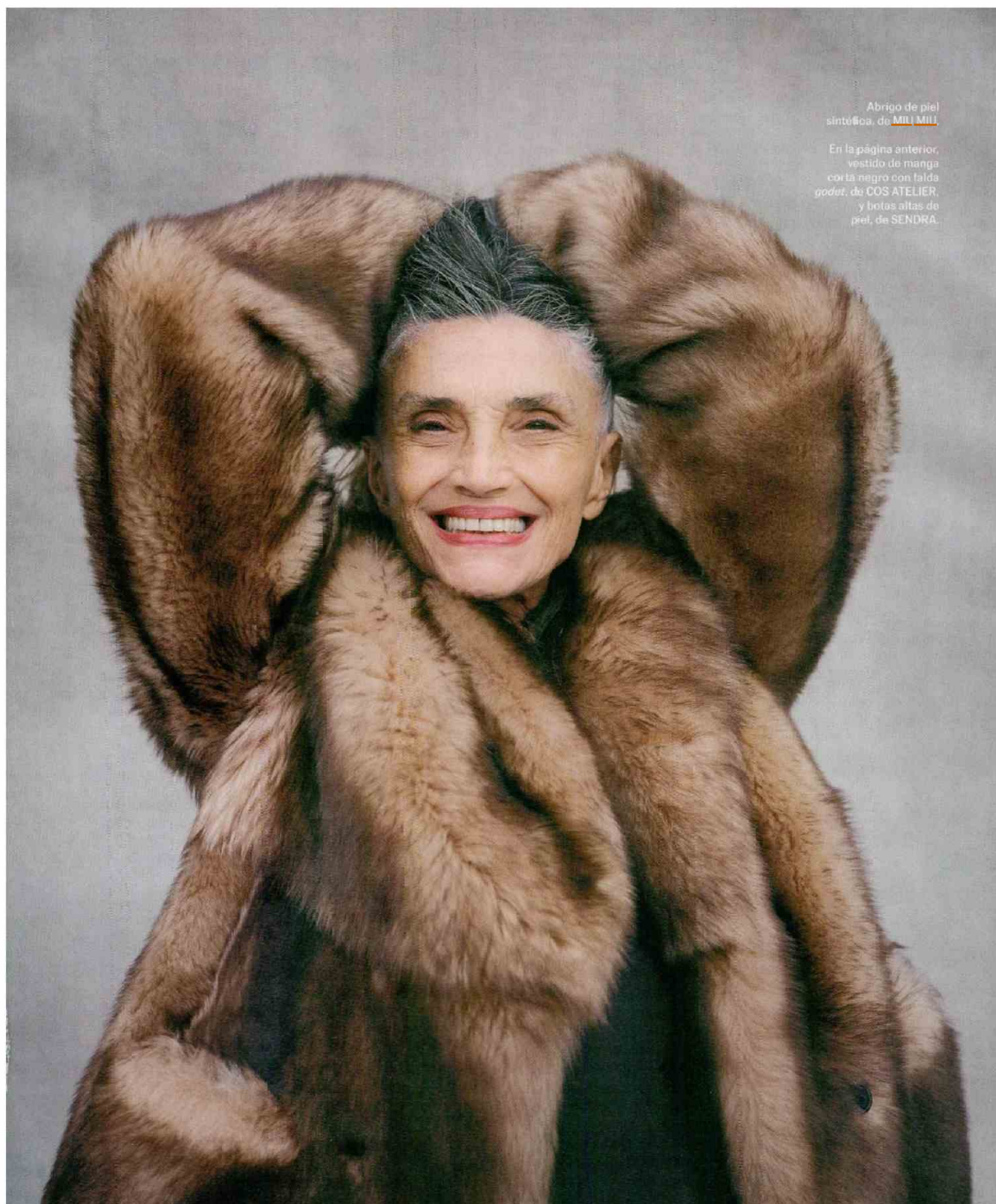




Vestido y gafas
de MIU MIU.

En la página
anterior, camisa de
OTTOLINGER,
braga de MAX MARA,
medias de TENDAM,
botas de DRIES VAN
NOTEN y anillos y
pendientes de CARTIER.





Abrigo de piel
sintética, de **MIU MIU**.

En la página anterior,
vestido de manga
corta negro con falda
godet, de COS ATELIER,
y botas altas de
piel, de SENDRA.





► 1 agosto 2024



26

LA MIRADA — CLAVES

Camisa, polo,
braga deportiva y
minifalda, todo de
MIU MIU, y cadenas y
pendientes de TOUS.

SPAGNA - S MODA - **MIU MIU** - 01.08.24





*On model Akon Changkou:
Jacket and dress, MIU MIU. Grain
de Café necklace, CARTIER.
Constellation watch, OMEGA.
Slingback pumps, ROGER VIVIER.*



U.S.A. – W – MIU MIU – AUGUST 2024



► 1 settembre 2024

Shirt and pants, MIU MIU.
B.zero1 ring, BULGARI.



*"It's DIFFERENT every time. Different MOVIES require
different PERFORMANCES, different points of VIEW.
You have to BRING something different to the GAME."*

WILLEM DAFOE, ACTOR





This page: Handbag, MIU MIU, \$3,050. Opposite: Clutch, BOTTEGA VENETA.



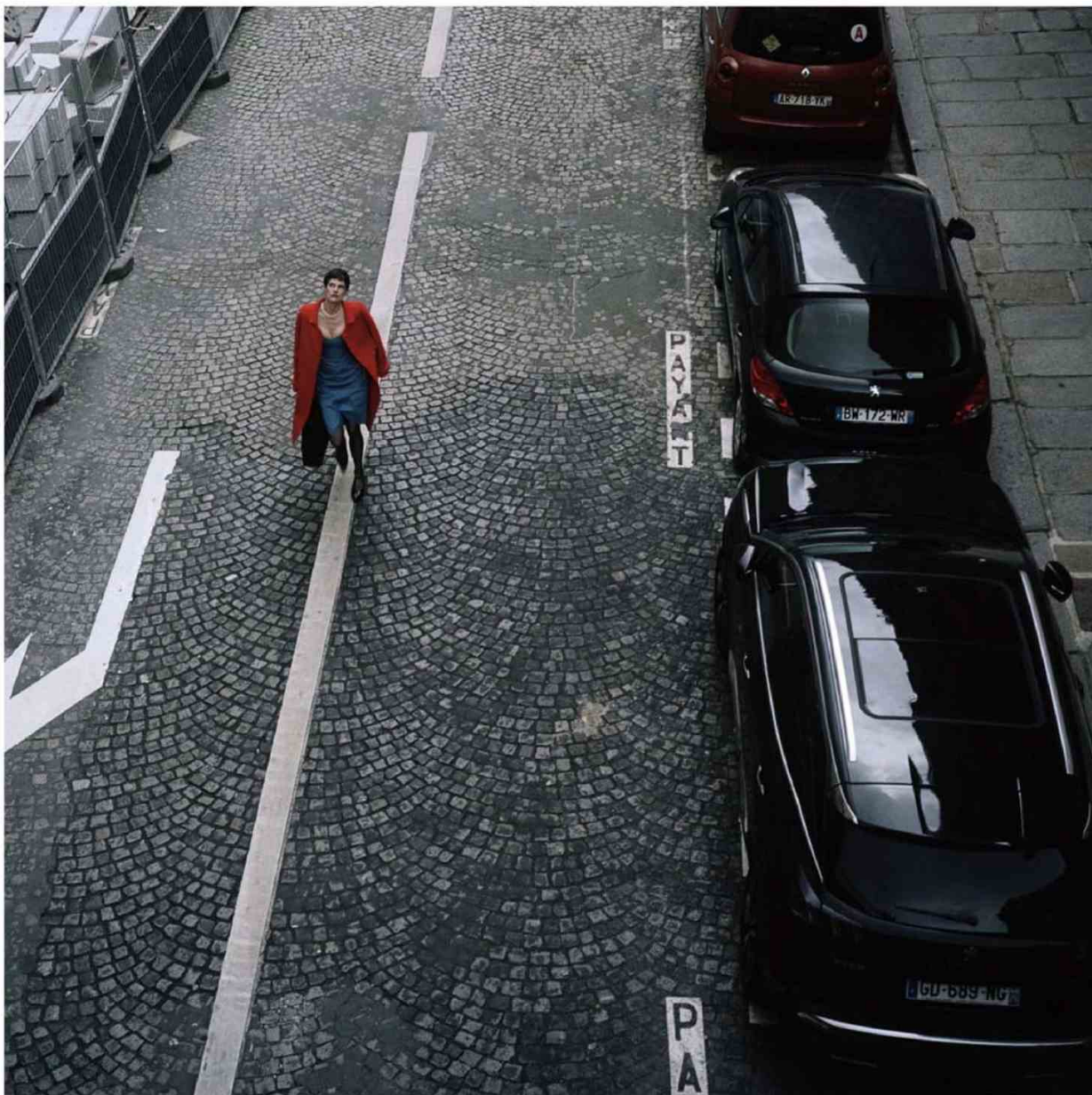


► 1 settembre 2024



Knit jacket, \$5,100, dress,
\$2,100, brooches, from \$895,
gloves, \$1,220, tights, \$925,
MIU MIU Pumps, CELINE BY
HEDI SLIMANE, \$1,150.





Coat, \$6,300, dress, \$2,600, necklaces,
\$1,050 each, pumps, \$1,290, MIU MIU,
Tights, WOLFORD, \$55.





U.S.A. – ODDA – MIU MIU – AUGUST 2024



U.S.A. – ODDA – MIU MIU – AUGUST 2024





早安! 女孩

Heather

当提起“千金风”时,你还只想到粉色、贵宾犬和甲壳虫车……显然这很过时,玛德琳穿搭才是时下最潮流。什么是玛德琳?外表精致俏皮,内里酸甜软糯,不仅拥有表面的精致,更蕴含深层的优雅——演员艾米正是这种风格的最佳代言人。

摄影: XIAOZHI 造型: JIAYONG ZHONG 化妆: DAN 发型: ROCKY肖维泽 撰文: 毕致然 编辑: JIAWEI 设计: ZHAO WEI

Heather起源于1988年的电影《希德姐妹帮》,所有受欢迎的女孩都叫Heather,这一概念在Conan Gray的歌曲中得以普及。歌词中提到“ But you like her better. I wish I were Heather”,将“ Heather”塑造为一个完美、受人喜爱的女生。这首歌使得Heather这个名字成为了一个“万人迷”的代名词。如果流行是一个圈,它与社交网络所宣扬的“千金玛德琳风”不谋而合——简约不过时的经典单品、新浪漫主义的权力时尚、兼具娇憨和优雅的独特气质。

CHINA-SUPER ELLE-MIU MIU-08.24



► 1 agosto 2024



1996年亚特兰大奥运会，
国际排联破例
把“世界最佳教练奖”
颁给了亚军主教练郎平。

金属立体花朵装饰大衣
白色衬衫、灰色半裙
均为Miu Miu
MOCLOON黑色乐福鞋
Christian Louboutin

CHINA-ELLE-MIU MIU-08.24



PAESE :Cina

DIFFUSIONE :(988000)

PAGINE :1

Harper's Bazaar (CN)

SUPERFICIE :213 %

PERIODICITÀ :Mensile□□

► 1 luglio 2024



左页 肩心、短袖 Miu Miu 连裤袜 Calzedonia 右页 马甲、半裙 Louis Vuitton 手镯 Emporio Armani 戒指 Bottega Veneta
眼镜 Saint Laurent by Anthony Vaccarello 连裤袜 Calzedonia 高跟鞋 Balenciaga

54

CHINA-HARPER'S BAZAAR-MIU MIU-01.07.24



PAESE :Cina

DIFFUSIONE :(988000)

PAGINE :1

Harper's Bazaar (CN)

SUPERFICIE :213 %

PERIODICITÀ :Mensile□□

► 1 luglio 2024



左页 外套、高跟鞋 Alaïa 连裤袜 Calzedonia 右页 圆领针织衫、针织开衫、短裤 均为 Miu Miu 项链 Chanel 手套 Maison Margiela 连裤袜 Calzedonia 高跟鞋 We11done

51

CHINA-HARPER`S BAZAAR-MIU MIU-01.07.24





ADVENTURE NAPPA 皮革手袋、NEW BALANCE x MIU MIU 运动鞋均为 100%

CHINA-WONDERLAND MAGAZINE-MIU MIU-01.07.24



► 24 agosto 2024



CHINA-VOGUE CHINA-MIU MIU-08.24





► 24 luglio 2024



草蓝色内搭、白色polo衫、短裙、皮鞋 均为Miu Miu

CHINA-L' OFFICIEL-MIU MIU-07.24





CHINA-MODERN WEEKLY SUPPL. STYLE-MIU MIU-27.07.24





► 27 luglio 2024

本页 Miu Miu 蓝色衬衣、白色半身裙、棕色迷你手袋、
花朵装饰胸针、Omega 星座系列蓝宝石机械腕表 28 毫米款
对表 L'Esprit D'fine 运动短款半拉领衫、Lightweight
超轻轻盈中袖运动裤、Chargefeel 2 低帮综合跑鞋、
Ribbed Nulu™ 罗纹前扣抽绳头带、Daily 多口袋设计帆
布手袋



CHINA-MODERN WEEKLY SUPPL. STYLE-MIU MIU-27.07.24





CHINA-MODERN WEEKLY SUPPL. STYLE-MIU MIU-27.07.24





对页 Miu Miu 蓝色衬衣、白色半身裙、
棕色迷你手袋、花朵配饰胸针、珍珠发圈
鱼形吊、灰色 Logo 刺绣鞋、珍珠高跟鞋
本页 Miu Miu 白色多口袋连衣裤、花朵
配饰胸针、Omega 超霸系列 38 毫米腕表



CHINA-MODERN WEEKLY SUPPL. STYLE-MIU MIU-27.07.24





CHINA-MODERN WEEKLY SUPPL. STYLE-MIU MIU-03.08.24



PAESE :Corea del sud

PAGINE :1

Cosmopolitan (Korea) SUPERFICIE :3 %

► 1 luglio 2024



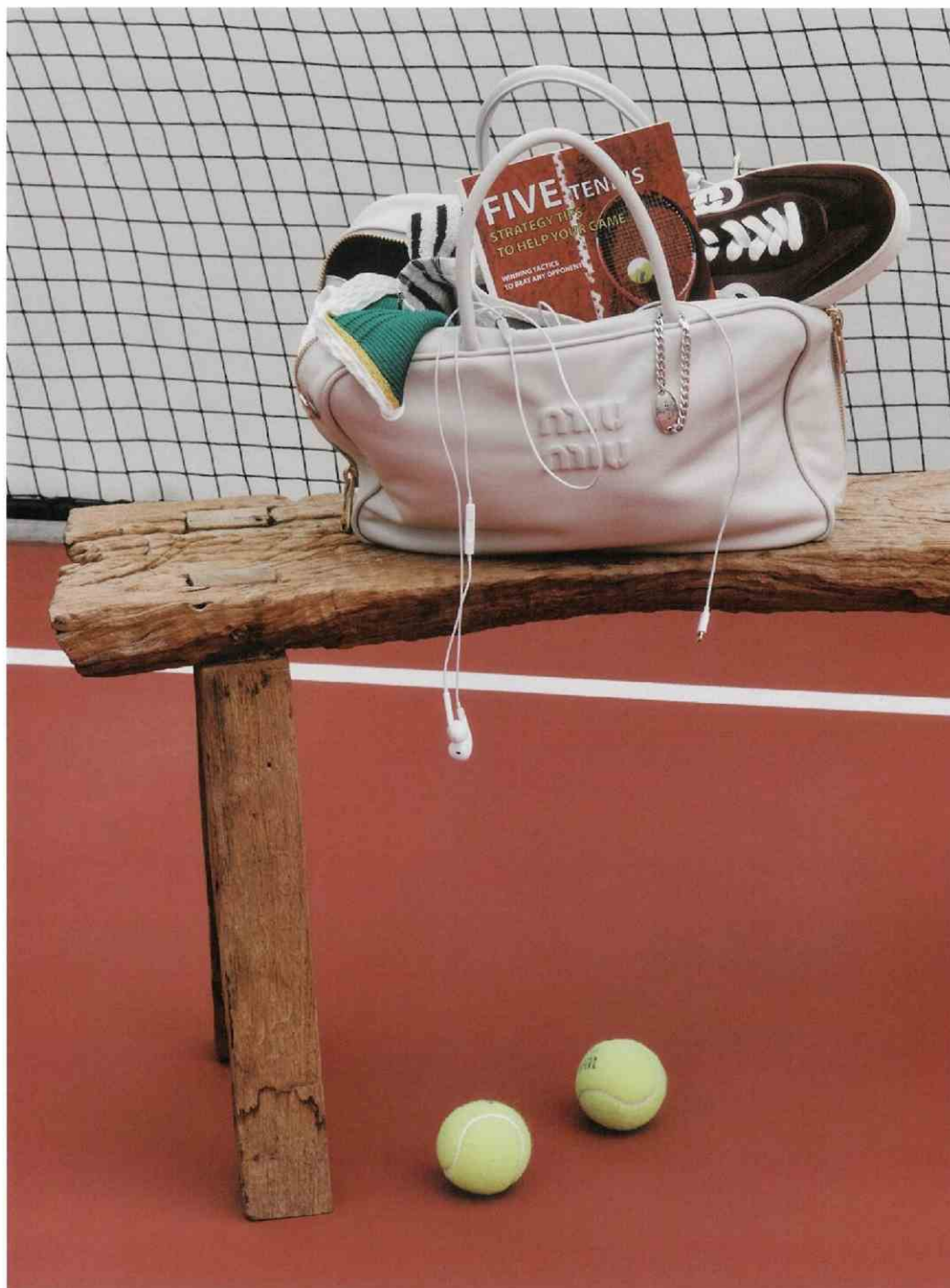
비커니즘 가격미정
Diesel 수영 모자
2만원 Delightpool
토티백 가격미정
Miu Miu 사롱
가방 찰으로 연출한
네글리스 모두
가격미정 Loewe

KOREA – COSMOPOLITAN – MIU MIU – 01.07.24



Allure (Korea)

► 1 luglio 2024



KOREA – ALLURE – MIU MIU – 01.07.24





하이트글로브 소재의 피코 스티드와
플루카라가 특징인 '플라워 드
캐롤리'에 네크리스 원손 겹치에
착용한 미디엄 '트리니티' 링.
악자의 하이트글로브 소재와 남색
세라믹이 어우러진 '트리니티' 링.
오른손 겹치의 라지 '트리니티' 링은
모두 Cartier.
티셔츠, 숏츠는 MIU MIU.



KOREA – HARPER'S BAZAAR – MIU MIU – 01.07.24





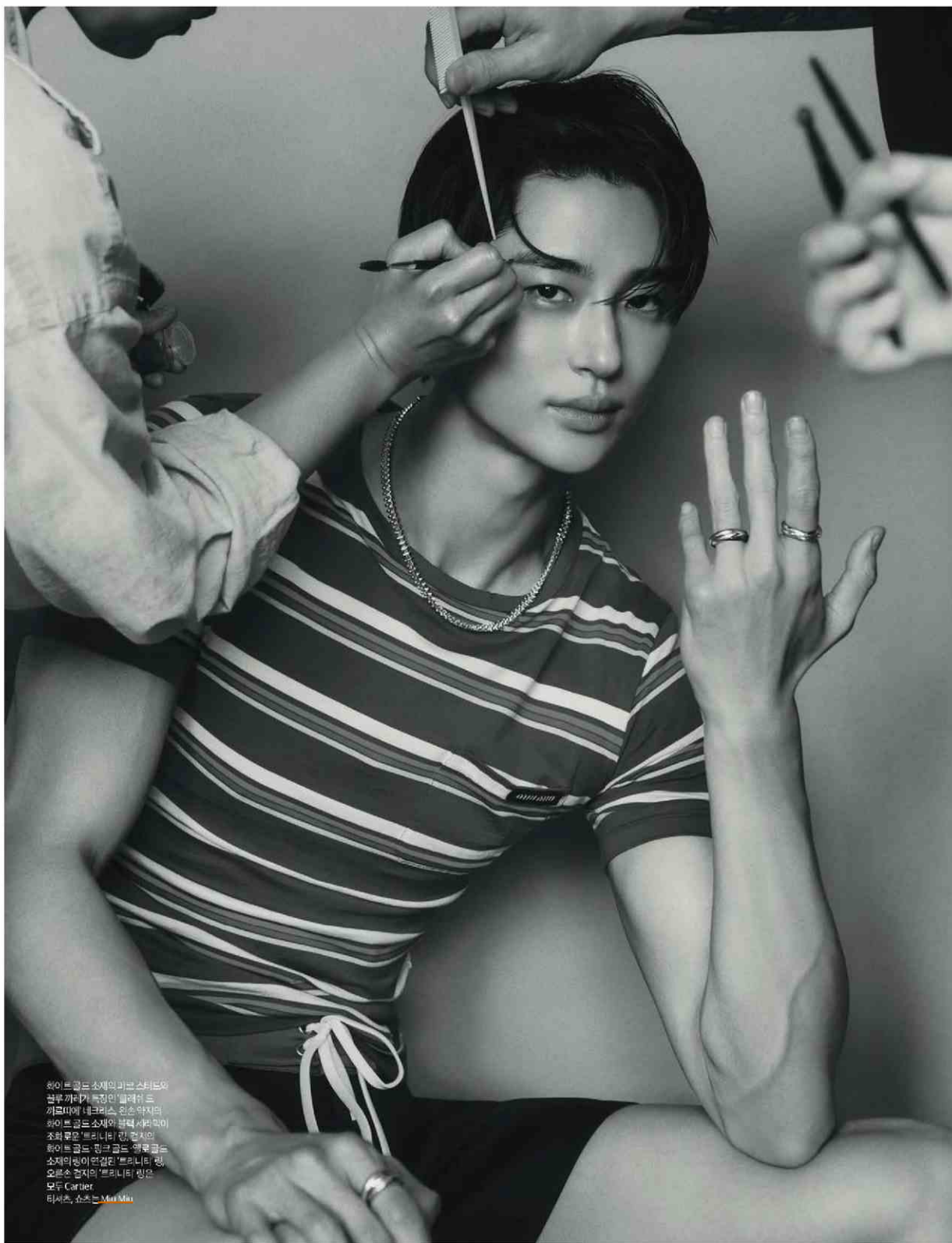
KOREA – HARPER'S BAZAAR – MIU MIU – 01.07.24





KOREA – HARPER'S BAZAAR – MIU MIU – 01.07.24





헤어트렌드 소재의 파브 스타드와
클루가가 특징인 '일레스트
게르미에 네크리스' 원소 약자의
헤어트렌드 소재의 블랙 세라믹이
주화품은 '트리아' 링. 팔찌의
헤어트렌드 핑크 골드 연루골드
소재의 링이 연결된 '트리아' 링.
오른손 팔찌의 '트리아' 링은
모두 Cartier
티셔츠, 쇼츠는 Miu Miu

KOREA – HARPER'S BAZAAR – MIU MIU – 01.07.24



PAESE :Corea del sud

PAGINE :1

SUPERFICIE :23 %

Harper's Bazaar (Ko

► 1 luglio 2024



<레몬>

레몬, 레몬, 레몬 레몬은 복수의 주모이다. 그리고 하나의 실인사건과 비극에 흔들리는 세 여성의 이야기다. 이야기 자체의 흡인력이 놀랍지만 장르소설은 아니다. 작가가 끝내달라고자 하는 것은 오직 삼만이 회향이라는 진실 권여쓰, 창비.

캔버스 소재 스카프 등, 루고 브리프는 [Miu Miu](#)

KOREA – HARPER'S BAZAAR – [MIU MIU](#) – 01.07.24





KOREA – VOGUE – MIU MIU – 01.07.24





KOREA – VOGUE – MIU MIU – 01.07.24





► 1 luglio 2024

Breezy Memory 푸드러움 가득 소제 솔라베움 아운미디(Mu, Mu), ▲▲ Catching the Wind 스토라이브 니브 블라 소츠 로고 패턴 솔라베움 사넬(Chanel).



KOREA – VOGUE – MIU MIU – 01.07.24

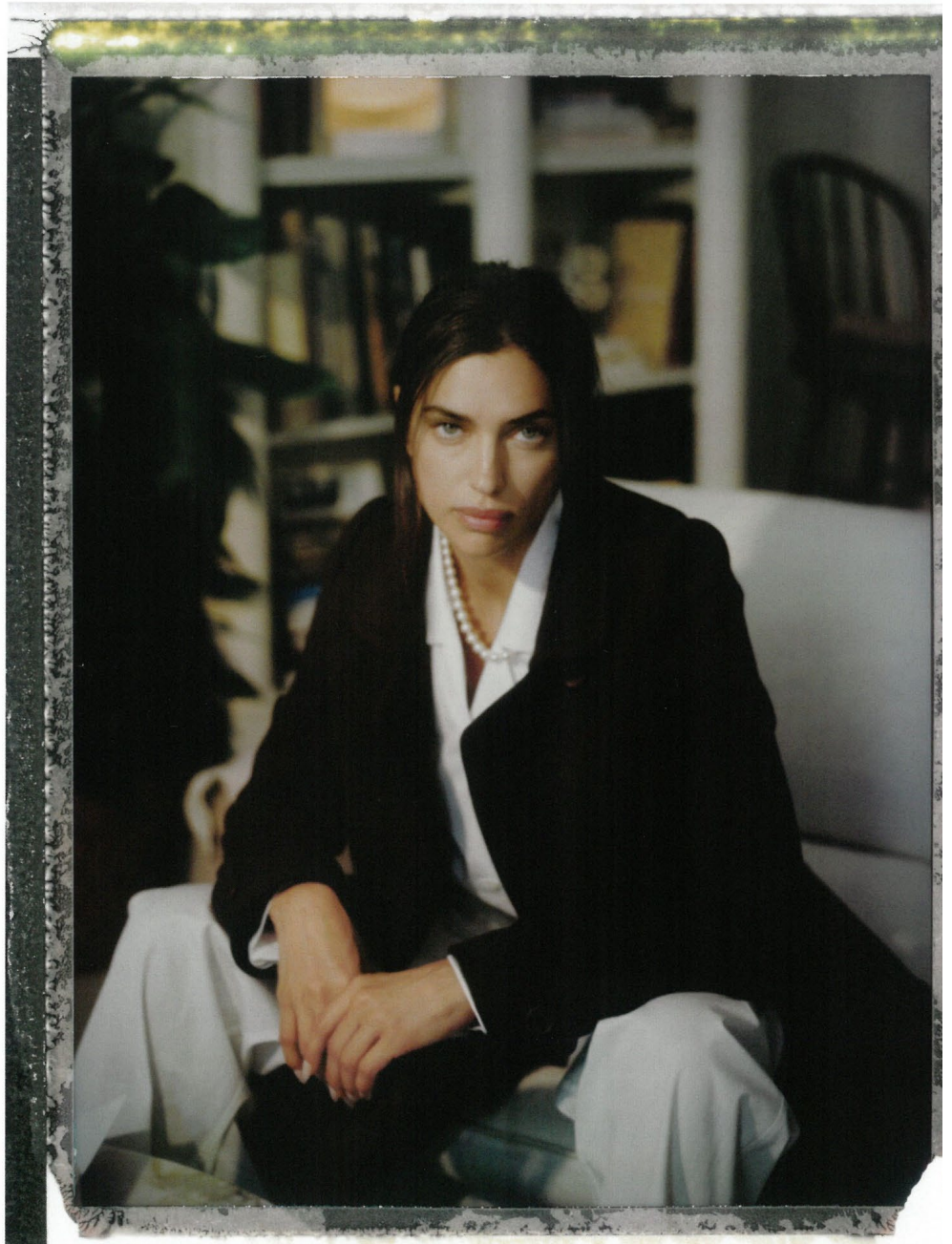




KOREA - VOGUE KOREA - MIU MIU - 01.08.24



KOREA - VOGUE KOREA - MIU MIU - 01.08.24



"이번 컬렉션은 삶에 대한 이야기로, 옷을 통해 경험을 표현합니다." 미우치아 프라다는 다양한 경험을 하는 인생 주기에서 영감을 받아 컬렉션을 완성했다.
 짧고 긴 질은 밤색 코트와 피자마 스타일의 얇은 셔츠 수트, 그 위로 아무렇게나 두른 진주 목걸이로 마무리한 오프닝 록은 1960년대 말과 1970년대 초를 떠오르게 한다.
 ◀ 크고 작은 크리스탈 장식을 수놓은 스웨이드 재킷을 미니 드레스처럼 연출했다. 안에 입은 셔츠의 한쪽 칼라를 빼내 휘트를 더했다.

KOREA - VOGUE KOREA - MIU MIU - 01.08.24



KOREA - VOGUE KOREA - MIU MIU - 01.08.24

양면적 코드를 혼합하는 자유로움은 소재와 구조에서도 나타난다. 시어링으로 만든 고급스러운 모피 재킷이 그 대표적인 예. 품에는 2009년 아카데미 디자인을 재해석한 '아방뮈르 백'을 안고 있다.
◀◀ 촬영 전 이리나와의 대화 끝에 내린 결론은 '완벽하게 드레스업하지 않기'였다. 셔츠 단추는 모두 채우지 않고, 재킷은 바람에 날리는 대로, 부츠 역시 다리에 맞게 버클로 고정하지 않았다. 그녀의 눈빛만으로도 룩이 충분히 완성되기 때문이다.



KOREA - VOGUE KOREA - MIU MIU - 01.08.24



"매일 아침 나는 열다섯 살 소녀가 될 것인지, 죽음을 앞둔 여인이 될 것인지 결정합니다."
 미우치아에게 웃은 기억의 도구로서, 과거를 회상하고 미래를 상상하게 만든다.
 의도적으로 축소된 니트 카디건의 비율과 짧은 소매, 신발의 둥근 코를 통해 어린 시절을 반영했다면 어른이 된 모습은 테일러드 팬츠나 가죽 장갑 같은 요소에서 발견할 수 있다.

KOREA - VOGUE KOREA - MIU MIU - 01.08.24



KOREA - VOGUE KOREA - MIU MIU - 01.08.24



"이런 건 어때요?" 이리나가 침대에 누워 포즈를 취했다. 그녀는 의자에 앉는 방식, 손을 내려놓는 모양 등 우리가 상상하는 미우미우 레이디의 모습을 세세하게 구현하기 위해 촬영 내내 스타프들과 의견을 주고받았다.

◀ 컨셉을 완벽히 이해하고, 공간과 하나가 된 듯 자연스럽게 녹아든 이리나. 그 여유로움 그리고 여전히 진중하게 일을 대하는 태도에서 그녀의 에너지가 느껴진다.

KOREA - VOGUE KOREA - MIU MIU - 01.08.24



미우미우는 친숙한 아이템을 좀 더 멋지게 만드는 탁월한 재주가 있다. 그녀의 손을 거친 투박한 바버 스타일의 왁스드 재킷, 스카용 오버사이즈 피카에는 앤디 워홀풍의 커다란 꽃이 그려진 풍성한 버블 스커트를 매치해 화려함을 더한 것이 핵심. ▶▶ "이번 컬렉션은 매우 개인적입니다. 패션에 대한 개인의 표현이며, 삶에 대한 개인의 경험입니다. 당신 자신이자 당신 자신만의 것이죠." 미우미아의 말처럼 이리나는 자기만의 방식으로 미우미우 컬렉션을 소화해냈다.

KOREA - VOGUE KOREA - MIU MIU - 01.08.24



KOREA - VOGUE KOREA - MIU MIU - 01.08.24



옷장 속 옷에 눌러 구겨진 듯한 실크 드레스의 빈티지한 주름은 코튼 지지 시스 소재를 결합해 완성한 디테일이다.
미우치아의 재치를 엿볼 수 있다. 의상과 액세서리는 미우미우(Miu Miu).

KOREA - VOGUE KOREA - MIU MIU - 01.08.24



KOREA - VOGUE - MIU MIU - 01.08.24



KOREA - VOGUE - MIU MIU - 01.08.24



KOREA - VOGUE - MIU MIU - 01.08.24



KOREA - VOGUE - MIU MIU - 01.08.24

The New York Times

The Most Wanted ‘Girl’ in Fashion

How did Miu Miu become fashion’s biggest success story — halfway to \$1 billion in sales for 2024?



Miu Miu sells clothes but also an archetype: Its “girl” is messy but chic, geeky but sexy, wearing an expensive closet minidress with wet hair and an overstuffed bag. Simbarashe Cha for The New York Times

By Jessica Testa



Full Text:

Every season, many lovely dresses are shown in many lovely cities. Runways are a montage of opulence — exquisite suits in Paris, sumptuous bags in Milan. It can be beautiful. It can be skull-crushingly boring.

Miu Miu, the prickly little sister brand to Prada, has found a way to not be boring. Models with wind-wrecked hair wear turtlenecks over gem-encrusted underwear. (No pants, obviously.) Their feet? Covered in Band-Aids. Their arms? Weighed down by comically overstuffed totes.

This brand sets trends, like the extreme miniskirts ordered up by its creative director, Miuccia Prada, as a kind of anachronistic joke in October 2021. What if your plain, khaki skirt dropped down your hip bones — exposing your midriff like it’s 2001 — with a hem falling slightly below your genitals?

The joke was a lightning bolt shaped like a dollar sign.

A shopping platform called Lyst maintains a well-regarded list of “fashion’s hottest brands,” compiled from user data, search trends and social media chatter. After the miniskirt collection, Miu Miu joined the list at No. 20. Since mid-2022, it has not left the Top 5.

Hotness begets riches. Back in 2021, Miu Miu reported about 401 million euros in sales. By the end of 2023, that figure grew to nearly 649 million euros. Last week, on July 30, the Prada Group announced that Miu Miu had reached 530 million euros (roughly \$579 million) in sales in the first half of 2024. This increase of 93 percent, over the same period last year, comes at a time when similar brands are faltering.

“A significant outperformance,” said Luca Solca, a luxury analyst for Bernstein.

Yet as much as Miu Miu’s growth is a success story, it is also a bit mysterious.





Jenny Walton, an illustrator, wore the Miu Miu mini to Paris Fashion Week in 2022, writing on Instagram: “When I see a shocking shift in proportion, it makes me feel excited.”
Simbarashe Cha for The New York Times



Minnie, a K-pop star, is one of the stars of Miu Miu's fall 2024 ad campaign — a collection based on the period between childhood and adulthood. Zoë Ghertner

How did it happen? According to Mr. Solca, Miu Miu’s style is simply on trend, “adopted the world over,” especially in China. Still, he said, it was “difficult to put the finger on anything specific.”

Maybe it wasn’t the viral miniskirt or the sparkly underwear or the brand’s astonishing prices. Maybe it was the woman wearing them.

Miu Miu has spent three decades crafting an archetype — a character sprung from Mrs. Prada’s fascination with paradoxes. On runways and in advertising, she has been young but old; sexy but not *too*; kittenish but formidable; realistic in parts but fantastical as a whole.

This “Miu Miu girl” has never resonated more than in recent years. Fashion enthusiasts and the press deploy the phrase in a way incomparable to other brands.

She can be a teenage influencer, a plus-size model or an Oscar-winning actress in middle age. She can be an Australian boy or a Chinese septuagenarian. For a certain shopper, that fluidity is irresistible — an invitation not to be boring — and a powerful sales tool.

Who Is She?

“This one was like Virginia Woolf goes to a beach party,” the actor Emma Corrin said after the Miu Miu show in Paris last October. We sat on cerulean carpeted benches facing a glossy white runway.

Minutes earlier, Gigi Hadid had modeled a brown suede skirt and matching jacket. She wore geeky 1960s glasses, her hair half wet and slicked back. Underneath the skirt (pleated, knee-length, sequined, \$9,700), she seemed to be wearing men’s drawstring swim bottoms.

Miu Miu’s runways are known for their unexpected casting. Miranda July walked in the same show as FKA twigs in October 2022. One year later, Cailee Spaeny and Troye Sivan shared a runway, the timing coinciding with important moments in their careers (hers, the film “Priscilla”; his, the album “Something to Give Each Other”). Mx. Corrin starred in the same runway show as the singer-songwriter Ethel Cain and the model-activist Zaya Wade, two trans women. Angel Haze and Little Simz, both rappers, walked in February alongside Qin Huilan, a 70-year-old retired doctor.





Artists and up and comers that have appeared in Miu Miu runway shows include Ethel Cain, Miranda July, FKA twigs, Cailee Spaeny, Troye Sivan, Zaya Wade, Little Simz and Qin Huilan. Photographs via Miu Miu; Estrop/Getty Images (Cain, July); Emmanuel Dunand/Agence France-Presse — Getty Images (FKA Twigs)

All of them are now considered Miu Miu girls, a phrase used by the fashion critics for at least 20 years but popularized online around 2022 — by which time “girl” had become a common modifier in social media discourse around fashion trends.

Ms. Wade, the 17-year-old daughter of the retired basketball player Dwyane Wade, likes that Miu Miu girl has become part of her identity.

“There’s something about being *something*,” said Ms. Wade, who thinks the phrase denotes youth and modernity — concepts, as opposed to more fixed aesthetics, like maximalism or quiet luxury. “Anybody can be, but not a lot of people are, Miu Miu girls.”

A juvenile edge seems to be key. What else would Sydney Sweeney, Gen Z’s first sex-symbol movie star, have in common with Chloë Sevigny, a gritty downtown lodestar who has modeled for Miu Miu since 1995? Or with Hailee Steinfeld or Elle Fanning, both 14-year-old ingénues when they began working for the brand? Or with Hailey Bieber, proud nepo baby and beauty influencer supreme?



Chloe Sevigny in Miu Miu campaigns in 1996, left, and 2020, right.



Two sides of the Miu Miu girl coin: Emma Corrin and Sydney Sweeney, representing edginess and girlishness, while wearing the brand at the 2023 Venice Film Festival. Stephane Cardinale/Corbis via Getty Images

“We all have moments of wanting to be Sydney Sweeney, and then we all have moments of wanting to be Emma Corrin,” offered Ashley Brokaw, the brand’s casting director and, other than Mrs. Prada, the woman arguably most responsible for deciding who becomes a Miu Miu girl. “You want to be a bombshell, and then you feel something different the next day.”

Still, she acknowledged that Miu Miu more often gravitated toward “quirkier” beauty.

“I don’t know how to explain it, but when you see it, you know it,” said Ms. Brokaw, who worked for the brand from 2012 to 2014, then returned for the spring 2022 collection, with its viral miniskirts. “Honestly, it’s Mrs. Prada. It’s her. It’s the essence of her. It’s her humor. It’s her girlishness. It’s her playfulness. It’s her.”

Rich on the Inside

In February, I asked Mrs. Prada why she was drawn to contradictions in the Miu Miu girl. Over email, the 75-year-old designer said the ambiguity was a result of a “rich-on-the-inside” personality.

“There is a strength, and a tenderness,” she wrote, “for instance, you can want to be beautiful and gentle but also intelligent, political.”

Yet people still struggle to clearly define the Miu Miu girl. Did her ambiguity actually make her unknowable?

“She isn’t unknowable, because she is present in all of us,” she responded. If the Miu Miu girl contradicts herself ... well, so do most people, by Mrs. Prada’s thinking.

The designer proved her point a few weeks later, introducing a more elegant version of the Miu Miu girl in Paris. For the first time in about five years, there were no miniskirts, bra tops or pantsless looks on the runway. Where was the sexy subversion that made the Miu Miu girl seem so young? Was it now in the skinny jeans worn underneath her long fur coat? Were those pearl necklaces and hotel slippers?

“There is a mentality which has always been present at Miu Miu — a sense of freedom, of spontaneity,” Mrs. Prada had written to me. Or, as she told Vogue after the March show, “Every single morning, I decide if I’m going to be 15 years old or a lady near death.”





Miuccia Prada at a Miu Miu fashion show in New York in 1993, with the models Linda Evangelista and Kate Moss.
Rose Hartman/Getty Images

Before she was a designer, Mrs. Prada was a mime, a communist and a student protester. (She holds a doctorate in political science.) When she introduced Miu Miu in 1993 — about five years after releasing her first clothing collection for Prada, her family’s accessories company — the new line became her experimental playground. Miu Miu was her childhood nickname.

“I think Miuccia has always, in her world, been a rebel,” said Guido Palau, hairstylist for Miu Miu for more than 20 years. “And I think the Miu Miu girl is a reflection of her in her youth.”

The brand arrived during a moment in fashion when the sleek perfection of supermodels was giving way to reality, Mr. Palau said — to oddness and messiness.

That idea still fuels Miu Miu 30 years on; it can be found in the suggestions of cowlicks (fall 2023) or blisters (spring-summer 2024). Some of these touches are owed to the influential stylist Lotta Volkova, formerly of Balenciaga.

Miu Miu hired Ms. Volkova in 2020, the year its current trajectory was set into motion. That April, the designer Raf Simons began working at Prada as co-creative director — a pairing that freed Mrs. Prada, who had previously overseen both labels on her own, to spend more time in her playground.

‘She Reads’

There is some agreement about the dominant qualities of a Miu Miu girl. She has a sense of humor. She is vaguely academic.

“Funny,” said Susanna Lau, a journalist and influencer, when asked to describe the archetype. “Smart. I don’t want to say intellectual because that sounds a bit pretentious.”

Brandon Veloria, a vintage dealer who collects Miu Miu handbags for his New York and Los Angeles stores, thinks “she’s in on the joke,” he said. “She’s politically interested. She reads.”



Models backstage at Miu Miu's spring 2024 show, which emphasized unexpected combinations — not unlike Miu Miu's approach to its “girl.” Simbarashe Cha for The New York Times

Indeed she reads. Or at least wants to read. In June, Miu Miu erected temporary kiosks in a few major cities — there was one outside Casa Magazines in the West Village of Manhattan — handing out Popsicles and free books as part of a new Summer Reads initiative. The titles included “Persuasion” by Jane Austen and two Italian feminist novels from 1906 and 1952. Ms. Lau stood in line for books in London.

“It’s a very obvious point to be making, but I think she feels passionately about knowledge and power,” said Ms. Lau, herself a Miu Miu client and collector. (Ms. Lau has no current business relationship with the company, though she has previously worked on a few brand projects.)

In its most recent financial presentation, the Prada Group pointed to Miu Miu’s strategy to reach consumers beyond clothing — through culture and community programming, like Summer Reads. The brand had already, for 13 years, been commissioning short films from female directors, including Agnès Varda and Janicza Bravo, in a series called “Women’s Tales.”

Can this strategy help maintain the astronomic sales momentum? Is maintaining it even possible?

“Clearly, the growth rate that you’ve seen in the last quarter cannot last forever,” said Mario Ortelli, a luxury adviser at Ortelli & Company. “There will be a normalization, and it’s important that management continues to find a way to keep the point of view of Miu Miu interesting for the consumers.”

The Miu Miu girls are hopeful: “It’s a really tricky landscape, and they’re bucking the trend because they actually have something to say,” Ms. Lau said.

“You can’t say that for a lot of brands at the moment,” she added. “Even if the clothes are not for you, at least it’s tapping into something.”



THE BOYS LOVE MIU MIU TOO

WRITTEN BY GEOFFREY MAK
19 HOURS AGO IN CULTURE



Writer Geoffrey Mak reminisces about Miu Miu's past while looking to its visual future, as modeled by photographer Quil Lemons and Ysham Adulahi.

Spring/Summer 2024: The collection that, to me, is most significant in its treatment of gendered dressing. Sixty-two models walk down the Miu Miu runway in Paris. The first wears half-rim glasses and a dark blue polo, almost black. I'll call this model her: A blazer accentuates her shoulders, as if she were returning from prep school, or fancying herself a raconteur at the Knickerbocker Club for wearing no tie and her sleeves rolled up. She walks with her fists inside the pockets of

what appear to be, on second look... board shorts, as if she's headed from the Gentlemen's Club to the beach — a charismatic fantasy — a white drawstring dangling from her waistband. Her flip-flops show different colored Band-Aids wrapped around her toes. I see blue plaid fabric bunched over her waistline, and while I know this is the fabric of the shirt, her bottom-most layer, to me they read like boxer shorts — a deliberate choice by Miuccia Prada — reminding me of the boys I knew in high school, who sagged their jeans so low I could see their bunched-up boxer shorts billowing out.



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Even now, it is difficult for me to separate the rhythmic sound of a basketball on pavement, slowing and quickening, with a vision of these boys' black hair slicked back with gel, and Tupac playing from a car stereo with the windows rolled down. These boys wore boxers. I wore briefs, because I was also a boy, though I didn't always feel like one. I was too embarrassed to ask my mother to buy me boxers instead of briefs at JCPenney; because I was too afraid she might suggest I was trying to be someone I wasn't. When I waited for someone to pick me up after school, I watched the boys on the basketball court, and I couldn't tell if I wanted them or if I wanted to be them. I was fifteen years old.

Twenty years later, I found myself at a warehouse party in New York titled Fags Are Women. At the rave, people mix colors and outfits — leather with athleisure or those conceptual pieces with all the straps — the way DJs mix sounds and genres. My friend E, a self-described “T4T trans-masc faggot,” wore baggy basketball shorts, and danced topless, with Band-Aids over his nipples. We were discussing gender.



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Q: What is the difference between feeling like a girl, identifying with a girl, identifying as a girl, and being a girl?

A: They are indeed different, but sometimes feel the same.

A girl is a many-gendered thing. At once, she is an ideal, as well as the failure to meet that ideal. Not all girls are girls. She is less a person than a place: a train station, through which several currents — images, language, nature — intersect at different points in time. Only from a distance or in retrospect does a girl seem like a coherent thing. *Hell is a teenage girl*, essentially discombobulated, a mess. Some are in a state of becoming, as if womanhood were a masked ball she is eternally getting ready for, but never actually attends. Some have no interest in that ball, have in fact already arrived at their destination, passing a joint in the back of a pickup truck when the clock strikes twelve. *It was just a pumpkin after all, make-believe.*





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At the warehouse party, I admitted to my friend E that I sometimes feel like a girl. This could happen during the length of a subway ride, when I wear a black oversized hoodie with a pleated skirt and heels, or during six-month stretches of time when my gender can feel like being parked in a space reserved for someone else. I am at a cease-fire, temporary or permanent, with my own body. Once I discovered that my frustrations with having a male body was masking my internalized racism for having an Asian body, I accepted my present incarnation. But I still use clothes to hijack the meanings that have been inscribed on my very body that I am just now learning to love. Style is part of that love.

In Judith Butler's essay "Performative Acts and Gender Constitution," the philosopher's definition of gender was a shot heard around the world: "an identity instituted through a *stylized repetition of acts*." From this, we can glean a few things. 1. Gender is not a natural state, but what is left behind by a series of acts and performances. 2. Gender is also temporal, since repetition happens over time. 3. Gender isn't embodied so much as stylized.



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A stylized repetition of acts. This is also a description of a runway.

Consider look forty-seven: A girl wears a beige-colored top, like the upside-down triangle of a handkerchief. Like much of streetwear, the handkerchief is at once a historical situation, onto which masculine associations have been inscribed over time. Within menswear alone, that garment has been subverted, several times over. I'm reminded of a bygone era of gay history, when men wore handkerchiefs, either on the left or right side, to cruise. Some of them were girls. And they still wore their handkerchief on the left.

And consider look forty-two: A girl, with tattoos on her forearms, wears a pencil skirt seemingly covered in crepuscular gold flakes — a luxury spin on an office silhouette — over the thick waistband and white drawstrings of the kind of board shorts that I, as a teenager, might buy at PacSun in a suburban mall. Here is a vision of a girl as assembled, collaged, collected, and put-together. That a girl could be wearing board shorts underneath a pencil skirt does not destabilize her place in gender, but rather incorporates the supposed antithesis of a girl within girlhood itself — capacious, elastic, synthesized, witty.



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Note that a majority of the SS24 Miu Miu show doesn't take on the alien, nonbinary silhouette that codes as non-human, or effaces the body by engulfing it in oversize vestments, equally dreary and cartoonish. Rather, Mrs. Prada's looks are composed of intensely gender-coded garments, whose meaning is informed by the spaces they have historically been worn in: the masked ball, the country club, the pool, the university library.

Butler goes on to write that if gender is “not a seemingly seamless identity, then the possibilities of gender transformation are to be found in the arbitrary relation between such acts, in the possibility of a different sort of repeating, in the breaking or subversive repetition of that style.” What Mrs. Prada is doing on a visual level is an analogue for what Butler is describing on a societal level. If the normative ideals

of gender have been manufactured and policed by certain brands (e.g., Ralph Lauren, Lacoste, Billabong) creating images and advertisements around certain styles (e.g., Ivy, prep, swimwear), Miu Miu subverts those codes, and out came something... cohesive, even balanced. The concept is solid, but the harmony sings, which is the craft of a designer.

The arbitrary relation the mind makes between any of those garments is where gender happens. Where gender is made, and remade — to confuse, to energize, to delight. Anything that can be styled can be styled differently. With gender, too. When watching the Prada runway, I got a feeling, the way excitement is indistinguishable from dread, that invalidates my sureness of what I thought a girl was. A girl is a many-gendered thing. Some girls play basketball, and wear their jeans sagging low. Some girls take the N train to the C train from the Upper East Side to Rockaway Beach on a Monday afternoon. Some become a bride at fifteen, a queen at nineteen, and a legend by twenty. Some girls listen to New Order on repeat, find wonder in the taste of cake batter, and don't care if they ever see the Grand Canyon in person.

- **All clothing and accessories worn throughout**MIU MIU
- **Words**Geoffrey Mak
- **Photography**Huy Luong
- **Styling**Sebastian Jean
- **Executive Producer** Tristan Rodriguez
- **Grooming**Bridget O'Donnell
- **Production Coordinators**Mehow Podstawski, Zane Holley
- **Production** • creative
- **With Thanks**Daylight Studios

